NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 9, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U S	AUDIENCES NO (000)
1	AFTERMASH	29.4	24,640
2	DALLAS	25.6	21,450
3	DYNASTY	24.8	20,780
4	HOTEL	24.1	20,200
5	A TEAM#	23.0	19,270
6	SIMON & SIMON	22.6	18,940
7	SCARECROW & MRS. KING#	22.3	18,690
8	60 MINUTES	22.1	18,520
9	MAGNUM, P.I.	21.8	18,270
10	LOVE BOAT	21.5	18,020
11	FALCON CREST	21.4	17,930
12	NBC MONDAY NIGHT MOVIES#	20.9	17,510
13	KNOTS LANDING	20.4	17,100
14	FALL GUY	20.3	17,010
14	J. CARSON ANNIVERSARY SP.(S)	20.3	17,010
16	KNIGHT RIDER	19.2	16,090
16	THREE'S COMPANY	19.2	16,090

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U S	AUDIENCES NO (000)
1	AFTERMASH	20.0	44,080
2	A TEAM#	17.6	38,750
3	DALLAS	16.8	37,110
4	DYNASTY	15.8	34,830
5	KNIGHT RIDER	15.6	34,420
6	FALL GUY	15.3	33,640
7	MAGNUM, P.I.	14.8	32,510
8	SCARECROW & MRS. KING#	14.5	31,940
9	SIMON & SIMON	14.4	31,750
10	LOVE BOAT	13.5	29,730
11	NBC SUNDAY NIGHT MOVIE#	13.4	29,580
12	HOTEL	13.4	29,410
13	DIFF'RENT STROKES-SAT.#	13.3	29,250
14	FALCON CREST	13.0	28,710
15	60 MINUTES	13.0	28,560

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AFTERMASH	24.8	21,660
2	DALLAS	24.3	21,240
3	DYNASTY	22.8	19,970
4	HOTEL	21.1	18,440
5	FALCON CREST	20.0	17,460
6	NBC MONDAY NIGHT MOVIES#	18.5	16,180
7	SCARECROW & MRS. KING#	18.4	16,110
8	KNOTS LANDING	18.2	15,930
9	SIMON & SIMON	17.7	15,500
10	LOVE BOAT	17.3	15,140
11	MAGNUM, P.I.	16.7	14,600
12	EMERALD POINT,N.A.S.	15.9	13,950
13	60 MINUTES	15.9	13,920
14	WEBSTER	15.4	13,440
15	J. CARSON ANNIVERSARY SP.(S)	15.1	13,190
16	FALL GUY	15.0	13,140

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AFTERMASH	18.2	14,350
2	CBS NFL FOOTBALL GAME 2#	17.1	13,470
3	NFL MONDAY NIGHT FOOTBALL	16.9	13,340
4	A TEAM#	16.9	13,320
5	CBS NFL FOOTBALL GAME 1	16.4	12,950
6	NAT'L LEAGUE CHAMP GM 1(S)	15.8	12,460
7	60 MINUTES	15.2	12,010
8	SIMON & SIMON	15.2	11,980
9	NAT'L LEAGUE CHAMP GM 2(S)	14.9	11,790
10	MAGNUM, P.I.	14.6	11,530
11	KNIGHT RIDER	14.5	11,450
12	AMER. LEAGUE CHAMP GM 2(S)	14.4	11,390
13	NBC SUNDAY NIGHT MOVIE#	14.4	11,360
14	NAT'L LEAGUE CHAMP GM 4(S)	13.9	10,960
15	DALLAS	13.1	10,310
16	ABC SUNDAY NIGHT MOVIE	13.0	10,220
17	HARDCASTLE & MCCORMICK	12.9	10,190
18	CHEERS#	12.8	10,130
19	FALL GUY	12.7	10,010
19	NFL FOOTBALL GAME 2-NBC#	12.7	10,010

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 9, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AFTERMASH	23.9	13,150
2	DYNASTY	23.0	12,630
3	DALLAS	20.4	11,240
4	HOTEL	19.5	10,720
5	NBC MONDAY NIGHT MOVIES#	19.0	10,430
6	KNOTS LANDING	16.9	9,290
7	THREE'S COMPANY	16.8	9,230
8	CHEERS#	16.8	9,220
9	SIMON & SIMON	16.6	9,130
10	NBC SUNDAY NIGHT MOVIE#	16.4	9,020
11	HAPPY DAYS	16.3	8,960
12	FALCON CREST	16.2	8,890
13	OH MADELINE	16.2	8,880
14	ABC SUNDAY NIGHT MOVIE	16.1	8,830
15	SCARECROW & MRS. KING#	15.9	8,720

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	32.6	8,780
2	AFTERMASH	27.5	7,400
3	FALCON CREST	26.4	7,090
4	LOVE BOAT	25.7	6,900
5	60 MINUTES	24.4	6,570
6	SCARECROW & MRS. KING#	24.1	6,480
7	HOTEL	24.1	6,470
8	DYNASTY	23.0	6,200
9	ONE DAY AT A TIME#	21.7	5,840
10	MISSISSIPPI	21.6	5,820
11	JEFFERSONS	21.6	5,800
11	MAGNUM, P.I.	21.6	5,800
13	ALICE	21.5	5,780
14	EMERALD POINT,N.A.S.	21.2	5,700
15	GOODNIGHT, BEANTOWN	20.9	5,620

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AFTERMASH	17.1	9,120
2	CBS NFL FOOTBALL GAME 1	16.9	8,990
3	CBS NFL FOOTBALL GAME 2#	16.7	8,890
4	A TEAM#	16.7	8,870
5	NFL MONDAY NIGHT FOOTBALL	16.2	8,620
6	NBC SUNDAY NIGHT MOVIE#	15.7	8,350
7	KNIGHT RIDER	15.3	8,140
8	SIMON & SIMON	14.6	7,770
9	ABC SUNDAY NIGHT MOVIE	14.1	7,520
9	CHEERS#	14.1	7,520
11	MAGNUM, P.I.	13.8	7,340
12	HARDCASTLE & MCCORMICK	13.7	7,270
13	FALL GUY	13.5	7,180
14	DYNASTY	13.3	7,090
15	REMINGTON STEELE#	13.3	7,080

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AMER. LEAGUE CHAMP GM 2(S)	24.7	5,070
1	NAT'L LEAGUE CHAMP GM 2(S)	24.7	5,070
3	NAT'L LEAGUE CHAMP GM 1(S)	24.5	5,020
4	60 MINUTES	23.3	4,770
5	AMER. LEAGUE CHAMP GM 3(S)	21.3	4,360
6	NAT'L LEAGUE CHAMP GM 4(S)	21.0	4,300
7	AFTERMASH	20.2	4,130
8	CBS NFL FOOTBALL GAME 2#	18.9	3,880
8	NAT'L LEAGUE CHAMP PRE 2(S)	18.9	3,880
10	AMER. LEAGUE CHAMP PRE 2(S)	18.6	3,820
11	DALLAS	18.5	3,790
12	A TEAM#	18.0	3,680
13	NFL MONDAY NIGHT FOOTBALL	17.9	3,670
14	NAT'L LEAGUE CHAMP PRE 1(S)	17.5	3,590
15	ALICE	17.2	3,530
16	MAGNUM, P.I.	17.2	3,520
17	AMER. LEAGUE CHAMP GM 4(S)	16.9	3,460
18	SIMON & SIMON	16.8	3,450
19	EMERALD POINT,N.A.S.	16.7	3,420
20	JEFFERSONS	16.6	3,400
21	YELLOW ROSE SPECIAL(S)	16.5	3,390
22	FALCON CREST	16.1	3,290
23	LOVE BOAT	15.9	3,260
24	AMER. LEAGUE CHAMP GM 1(S)	15.5	3,180

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 9, 1983

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
CONT'D			
25	SCARECROW & MRS. KING#	15.4	3,150
26	NAT'L LEAGUE CHAMP GM 3(S)	15.1	3,090
27	CBS NFL FOOTBALL GAME 1	14.9	3,060

NOTES

PROGRAM NAME / WK ‡ DAY START TIME	DUR	NET	NO. OF T/C THIS SEASON / PROG. TYPE‡	NO. STATIONS & PROG. COVG. WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS **	LADY OF HOUSE	WORKING WOMEN	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEMALE	CHILDREN (2-11) TOTAL	CHILDREN 6-11
Page 44-45																												
CBS NFL Football Game 2 [illegible]					194	A	15.1	31	1265	1651	463	194	514	177^	299	271	213	182^	896	343	576	504	415	260	109^	35v	132^	97^
2 Sun. 3.59P	249	CBS	SE		93	B	14.5	30	1215	1620	460	194	509	167	289	260	224	189	897	342	567	527	414	265	83	26	131	105
4.00-4.30						A	9.3	21	779	1641	462	194	478	189^	301	290^	194^	143^	970	375	633	[illegible]	430	275	107^	23v	86^	47v
4.30-5.00						A	10.6	25	888	1556	425	146	438	200^	276	253^	136^	133^	922	351	606	557	411	261	106^	25v	90^	70^
5.00-5.30						A	12.8	29	1073	1686	394	132	437	162^	300	278	185^	117^	966	376	656	582	429	261	165^	73^	118^	101^
5.30-6.00						A	12.4	28	1039	1747	443	149	482	176^	300	279	189^	156^	948	358	639	556	433	265	139^	55v	178^	141^
6.00-6.30						A	14.0	28	1173	1725	460	187	499	166^	309	283	203	173^	927	352	587	538	456	273	122^	40v	177^	124^
6.30-7.00						A	16.1	30	1349	1698	454	226	515	172	313	265	219	184	916	357	583	528	464	257	115^	53^	152^	101^
7.00-7.30						A	20.5	37	1718	1608	473	219	547	175	299	267	235	201	846	333	535	431	381	253	92^	26v	123^	88^
7.30-8.00						A	23.3	39	1973	1586	484	216	556	172	278	251	244	227	845	314	525	436	388	265	65^	LT	120	90^
8.00-8.30						A	23.6	39	1978	1644	628	262	692	232	349	307	274	281	747	303	462	385	319	230	84^	30^	121	98^
Page 49-50																												
NFL Football Game 2-NBC			1	203		A	12.0	27	1006	1410	330	162^	395	128^	282	265	223^	93^	846	337	540	544	413	214^	117^	88^	52v	LT
1 Sun 4.00P	190			90		B	12.0	27	1006	1410	330	162^	395	128^	282	265	223^	93^	846	337	540	544	413	214^	117^	88^	52v	LT
4.00-4.30						A	3.9	9	327	1067	152v	107v	152v	LT	147v	147v	147v	LT	833	371^	533^	498^	360^	184^	52v	52v	30v	30v
4.30-5.00						A	12.5	29	1048	1402	307	177^	340	76^	260	269	216^	71^	825	295	513	503	419	222	172^	97^	65^	7v
5.00-5.30						A	12.9	31	1081	1382	312	164^	366	112^	249	242	205^	99^	852	338	531	519	414	221	115^	86^	49v	LT
5.30-6.00						A	13.3	31	1115	1411	347	186^	401	131^	281	281	247	89^	855	355	563	575	412	199^	98^	68^	57^	LT
6.00-6.30						A	14.1	30	1182	1483	350	163^	423	156^	307	291	237	93^	896	384	586	606	422	215	111^	92^	53^	LT
6.30-7.00						A	14.6	31	1223	1455	323	127^	437	165^	294	245	222	123^	825	331	533	532	420	211	148^	124^	45v	LT
7.00-7.30						A	10.0	20	838	1409	384	168^	486	216^	372	283	184^	104^	834	309	527	537	415	232^	61v	61v	28v	LT

ADVER

AGENC
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by Nielsen or
releases.

TABLE OF CONTENTS

EXPLANATION OF SYMBOLS APPEARING ON DATA PAGES

Symbol	Meaning
‡	For definitions of Program Types abbreviations, see page E.
#	Telecast only one week.
(B)	Breakout, see page B and E.
(R)	Repeat, see page B.
(S)	Special or Preempting program, see page C.
(SD)	Short Duration (10 minutes or less) See Other Programs section, page A-38.
<<	Below Minimum Reporting Standards, see page F.
>	For individual days, times and durations, see PAE (ALPHA).
^	Relative error 25-49%, see page F.
v	Relative error 50% or more, see page F.
∿	Multi-Segment Telecast, see page D.
(SUS-OP)	Sustainer, see OP pages.
(SUS)	Sustaining program.
(OP)	See Other Programs section: page A-38.
LT	Less than 50,000 projected persons, or below NAC minimum reporting standards. See page F.
(→ OP)	For rem. ratings, see OP pages.
(→ GRID)	For rem. ratings, see GRID pages.
*	Half-hour ratings (for immediately preceding and subject quarter-hours).

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
A TEAM	2	211		A	23.0	36	1927	2011	580	246	672	253	446	403	300	187	689	253	458	416	326	191	280	81^	370	245
1 TUE. 8.00P 60 NBC A		99		B	24.2	38	2028	2018	609	260	680	232	432	411	325	216	692	264	458	411	325	200	269	77	377	246
8.00 - 8.30				A	22.0	35	1844	2016	574	234	655	236	423	381	288	197	693	244	458	415	328	199	279	75^	389	258
8.30 - 9.00				A	24.1	37	2020	1992	583	257	685	265	464	420	311	179	683	263	460	417	320	179	274	86^	350	231
ABC NEWSBRIEF-M-F	10	191	189	A	16.0	25	1341	1655	738	316	820	297	520	462	389	252	535	212	356	314	243	146	150	101	150	100
MON. 8.58P 1 ABC N		97	97	B	16.0	25	1341	1655	738	316	820	297	520	462	389	252	535	212	356	314	243	146	150	101	150	100
TU-F 9.58P 1																										
ABC NEWSBRIEF-SAT.	2	202	198	A	21.7	36	1818	1667	736	310	834	212	405	398	400	379	450	124	245	230	236	186	183	132	200	163
1 SAT. 10.05P 2 ABC N		99	98	B	21.7	36	1818	1667	736	310	834	212	405	398	400	379	450	124	245	230	236	186	183	132	200	163
2 SAT. 9.58P 1																										
ABC NEWSBRIEF-SUN.	2	198	195	A	20.4	31	1710	1730	759	379	831	315	597	507	410	201	629	297	453	368	254	140	175	118	95	58^
1 SUN. 9.58P 1 ABC N		98	97	B	20.4	31	1710	1730	759	379	831	315	597	507	410	201	629	297	453	368	254	140	175	118	95	58
2 SUN. 9.49P 2																										
ABC SPORTS UPDATE-SAT	2	203	200	A	17.0	30	1425	1798	677	286	750	182	392	423	392	307	535	167	314	295	277	188	175	126	338	240
SAT. 8.58P 1 ABC SN		99	98	B	17.0	30	1425	1798	677	286	750	182	392	423	392	307	535	167	314	295	277	188	175	126	338	240
ABC SPORTS UPDATE-SUN	2	201	202	A	16.7	25	1399	1864	667	331	749	310	500	430	344	216	694	295	483	425	356	168	133	60^	288	165
1 SUN. 8.58P 1 ABC SN		99	99	B	16.7	25	1399	1864	667	331	749	310	500	430	344	216	694	295	483	425	356	168	133	60	288	165
2 SUN. 8.30P 1																										
ABC SUNDAY NIGHT MOVIE	2	203	203	A	18.6	29	1559	1685	726	358	795	305	567	491	396	190	656	322	482	398	263	140	159	107	75	50^
1 SUN. 9.00P 129 ABC FF		99	99	B	18.6	29	1559	1685	726	358	795	305	567	491	396	190	656	322	482	398	263	140	159	107	75	50
2 SUN. 9.00P 120																										
9.00 - 9.30				A	18.2	27	1525	1744	744	400	821	328	588	507	403	195	640	303	460	380	264	154	151	93	132	83
9.30 - 10.00				A	19.1	28	1601	1696	736	374	806	305	572	494	404	197	637	308	461	372	253	142	165	109	88	55^
10.00 - 10.30				A	18.8	30	1575	1686	724	356	804	314	578	495	393	187	671	340	511	425	270	128	161	115	50^	37^
10.30 - 11.00				A	18.7	32	1567	1673	723	328	782	291	556	480	389	188	676	335	499	420	271	132	172	124	43^	30^
11.00 - 11.30				A	14.9	30	1249	1424	625	209	641	209	405	411	392	174^	731	418	551	447	267	130^	37v	26v	15v	LT
ABC WORLD NEWS TONIGHT	10	203	202	A	9.6	19	804	1465	703	272	773	189	368	357	356	353	564	171	287	268	260	242	51^	24^	77	45^
M-F 6.30P 30 ABC N		99	99	B	9.6	19	804	1465	703	272	773	189	368	357	356	353	564	171	287	268	260	242	51	24	77	45
ABC WRLD NEWS TONIGHT-SUN	2	155	154	A	6.6	13	553	1821	678	181^	772	199^	346	341	317	373	878	399	505	275	291	330	24v	24v	147^	74^
SUN. 6.30P 30 ABC N		86	86	B	6.6	13	553	1821	678	181	772	199	346	341	317	373	878	399	505	275	291	330	24	24	147	74
AFTERMASH	2	204	197	A	29.4	44	2464	1789	801	300	878	347	533	455	345	300	581	258	368	329	250	168	187	92	143	85
1 MON. 8.00P 60 CBS CS		99	99	B	29.4	44	2464	1789	801	300	878	347	533	455	345	300	581	258	368	329	250	168	187	92	143	85
2 MON. 9.00P 30																										
8.00 - 8.30				A	29.5	46	2472	1839	787	276	870	344	541	475	351	279	608	279	380	342	250	180	190	94	171	108
8.30 - 9.00				A	32.7	48	2740	1779	789	286	871	359	549	474	350	275	585	265	363	330	254	173	183	81^	140	97
9.00 - 9.30				A	26.0	37	2179	1741	837	344	899	335	504	411	332	355	552	223	367	310	250	152	181	101^	109	45^
ALICE	2	202	200	A	18.4	28	1542	1540	702	318	767	219	334	322	329	374	511	162	239	219	227	229	93	73^	169	101
1 SUN. 8.00P 30 CBS CS		99	99	B	18.4	28	1542	1540	702	318	767	219	334	322	329	374	511	162	239	219	227	229	93	73	169	101
2 SUN. 9.08P 30																										
AMER. LEAGUE CHAMP PRE 2(S)			208	A	11.8	22	989	1358	482	230^	559	120^	240	226^	278	286	708	131^	282	270	362	387	44v	LT	47v	35v
2 THU. 8.00P 19 NBC SC			99																							
AMER. LEAGUE CHAMP GM 2(S)			208	A	16.6	28	1391	1385	445	163^	470	108^	186	183	223	251	818	205	384	370	385	364	32v	7v	65^	31v
2 THU. 8.19P 199 NBC SE			99																							
8.00 - 8.30				A	12.9	22	1081	1382	470	213^	545	106^	229	229	276	285	754	146^	310	294	382	397	41v	LT	42v	27v
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
AMER. LEAGUE CHAMP-CONT'D																										
8.30 - 9.00				A	15.5	25	1299	1479	479	185	491	101^	172^	186	231	284	775	178	351	323	362	381	58^	15v	155^	119^
9.00 - 9.30				A	17.8	28	1492	1375	420	193	464	104^	170	170	214	263	793	177	364	345	398	371	30v	LT	88^	39v
9.30 - 10.00				A	17.8	28	1492	1363	420	189	469	97^	172	174	220	263	813	186	370	360	398	383	26v	LT	55^	13v
10.00 - 10.30				A	17.7	28	1483	1303	403	136^	411	102^	158	148^	183	225	822	209	383	386	373	365	25v	LT	45^	16v
10.30 - 11.00				A	16.8	28	1408	1393	425	116^	434	101^	177	174	215	221	873	259	432	415	366	352	39v	12v	47^	19v
11.00 - 11.30				A	16.3	31	1366	1425	490	141^	505	125^	232	219	261	238	871	256	448	415	411	326	28v	28v	21v	LT
11.30 - 12.00				A	13.5	32	1131	1343	583	195^	601	178^	308	278	284	253	742	141^	307	369	396	318	LT	LT	LT	LT
AMER. LEAGUE CHAMP PRE 3(S)			208	A	10.4	20	872	1335	373	137^	459	126^	184^	176^	215^	251^	701	183^	345	324	291	315	54v	17v	121^	81^
2 FRI. 8.00P 18 NBC SC			99																							
AMER. LEAGUE CHAMP GM 3(S)			208	A	14.1	24	1182	1322	338	97^	393	94^	146^	123^	150^	221	840	268	423	355	336	369	31v	4v	58^	48v
2 FRI. 8.18P 196 NBC SE			99																							
8.00 - 8.30				A	11.3	21	947	1216	333	87^	387	96^	122^	111^	153^	252	711	176^	323	308	281	354	38v	15v	80^	53v
8.30 - 9.00				A	13.1	23	1098	1265	325	92^	383	90^	134^	107^	135^	239	749	212	345	315	291	367	72^	27v	61^	39v
9.00 - 9.30				A	14.3	24	1198	1310	271	72^	344	80^	139^	110^	122^	190^	879	284	455	366	342	378	31v	LT	56^	47v
9.30 - 10.00				A	14.7	24	1232	1341	276	94^	355	66^	155^	130^	150^	183^	909	308	462	370	338	389	28v	LT	49^	42v
10.00 - 10.30				A	15.0	25	1257	1357	343	108^	394	110^	159^	122^	142^	213	870	288	449	372	347	366	31v	LT	62^	54^
10.30 - 11.00				A	14.9	25	1249	1327	358	93^	405	109^	149^	126^	157^	216	840	270	424	350	338	362	25v	LT	57^	51^
11.00 - 11.30				A	13.8	25	1156	1363	446	123^	464	100^	144^	141^	187^	273	842	270	427	378	376	365	LT	LT	57^	57^
BENSON	4	206	203	A	15.1	27	1265	1668	783	329	904	305	515	464	370	337	477	151	237	212	201	209	116	74^	171	111
FRI. 8.00P 30 ABC CS		99	99	B	14.6	27	1223	1629	762	310	864	287	481	440	348	333	475	138	232	222	218	208	116	72	174	104
BOONE	2	202	203	A	10.4	16	872	1750	723	239	808	203	416	371	369	345	569	170	333	304	290	184	153	97^	220	136
MON. 8.00P 60 NBC GD		99	99	B	10.4	16	872	1750	723	239	808	203	416	371	369	345	569	170	333	304	290	184	153	97	220	136
8.00 - 8.30				A	10.0	16	838	1776	720	242	811	190	423	379	382	349	565	149	331	318	311	183	166	109^	234	150
8.30 - 9.00				A	10.8	16	905	1715	724	231	799	212	408	360	355	338	569	185	334	293	274	184	140	83^	207	121^
CANDID CAMERA'S 35TH PRTY(S)		202		A	9.7	16	813	1654	751	327	842	249^	538	477	426	274^	570	155^	311	364	293	200^	100^	48v	142^	100^
1 SAT. 10.00P 60 NBC CV		97																								
10.00 - 10.30				A	9.1	15	763	1731	751	320	838	241^	525	469	419	282^	559	151^	308	351	297^	192^	137^	66v	197^	129^
10.30 - 11.00				A	10.3	18	863	1570	745	330	838	254^	546	479	427	265^	576	158^	311	369	283	207^	67v	32v	89^	75^
CBS EVENING NEWS-RATHER	10	203	203	A	12.0	24	1006	1548	714	186	775	145	303	312	341	424	615	158	268	267	294	300	61	30^	97	68
M-F 6.30P 30 CBS N		99	99	B	12.0	24	1006	1548	714	186	775	145	303	312	341	424	615	158	268	267	294	300	61	30	97	68
CBS EVENING NEWS-DEAN	1	138		A	6.0	12	503	1519	485	302^	757	292^	359^	234^	260^	336^	762	199^	390^	348^	407^	317^	LT	LT	LT	LT
1 SUN. 6.00P 30 CBS N		66		B	6.0	12	503	1519	485	302	757	292	359	234	260	336	762	199	390	348	407	317	LT	LT	LT	LT
CBS SAT. NEWS-SCHIEFFER	1	139		A	8.7	19	729	1514	761	218^	821	117^	300^	296^	386	487	462	77v	201^	184^	279^	261^	100^	LT	131^	63v
1 SAT. 6.30P 30 CBS N		77		B	8.7	19	729	1514	761	218	821	117	300	296	386	487	462	77	201	184	279	261	100	LT	131	63
CBS SAT. NIGHT MOVIE	2	201	199	A	14.6	25	1223	1873	728	273	782	207	460	464	409	273	671	180	418	449	388	184	162	59^	258	198
SAT. 9.00P 120 CBS FF		99	99	B	14.6	25	1223	1873	728	273	782	207	460	464	409	273	671	180	418	449	388	184	162	59	258	198
9.00 - 9.30				A	13.8	23	1156	1808	718	264	770	193	430	428	387	293	613	159	358	394	335	192	156	55^	269	197
9.30 - 10.00				A	14.2	24	1190	1882	715	280	762	199	452	454	399	261	668	185	416	450	372	175	170	57^	282	203
10.00 - 10.30				A	15.2	26	1274	1867	727	269	786	214	470	471	419	269	677	181	433	455	399	183	152	55^	252	201
10.30 - 11.00				A	15.3	27	1282	1907	745	278	801	220	481	492	423	269	706	191	456	487	425	181	168	67^	232	194
CBS TUESDAY NIGHT MOVIES	2	199	198	A	17.3	27	1450	1375	792	270	863	248	453	402	427	357	438	133	254	225	217	162	37^	27^	37^	23^
TUE. 9.00P 120 CBS FF		99	99	B	17.3	27	1450	1375	792	270	863	248	453	402	427	357	438	133	254	225	217	162	37	27	37	23
9.00 - 9.30				A	15.5	23	1299	1483	839	291	922	258	462	408	437	412	454	135	251	238	235	167	54^	29^	53^	28^
9.30 - 10.00				A	17.2	26	1441	1446	806	281	889	266	476	417	425	364	471	141	277	250	236	171	33^	18v	53^	28^
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS TUESDAY NIGHT -CONT'D 10.00 - 10.30				A	18.2	29	1525	1305	766	256	826	248	443	386	412	329	418	128	244	207	204	161	33^	27^	28^	20^
10.30 - 11.00				A	18.2	31	1525	1293	770	259	830	225	437	397	438	338	417	130	248	209	199	154	32^	32^	14v	14v
CBS WEDNESDAY NIGHT MOVIE	2	201	199	A	12.2	20	1022	1519	632	262	672	233	402	380	330	227	671	238	404	375	316	217	85^	42^	91^	45^
1 WED. 8.00P 180 CBS FF		99	99	B	12.2	20	1022	1519	632	262	672	233	402	380	330	227	671	238	404	375	316	217	85	42	91	45
2 WED. 9.00P 120																										
8.00 - 8.30				A	10.6	17	888	1507	539	213^	631	208^	416	375	304	208^	673	237^	395	389	262	231^	100^	64v	103^	58v
8.30 - 9.00				A	11.0	17	922	1406	562	229^	634	216^	399	373	308	211^	640	183^	332	337	267	256	69^	43v	63v	28v
9.00 - 9.30				A	12.7	19	1064	1683	708	293	738	281	446	411	353	240	687	266	417	387	332	211	109^	43^	149	75^
9.30 - 10.00				A	12.8	20	1073	1569	662	281	683	222	391	383	346	240	692	248	408	397	334	223	97^	44^	97^	53^
10.00 - 10.30				A	12.7	21	1064	1452	627	268	663	234	397	376	331	221	658	240	416	369	317	200	66^	32^	65^	33^
10.30 - 11.00				A	12.0	21	1006	1410	595	244	639	217	365	344	306	229	655	225	405	355	318	209	59^	33^	57^	19v
CHEERS	1	209		A	18.4	29	1542	1798	756	277	839	384	597	492	333	196	656	351	487	423	210	129^	161	89^	142^	115^
1 THU. 9.30P 30 NBC CS		99		B	18.4	29	1542	1798	756	277	839	384	597	492	333	196	656	351	487	423	210	129	161	89	142	115
CUTTER TO HOUSTON	2	197	199	A	10.4	19	872	1688	711	207	807	240	426	370	366	334	506	169	290	296	253	175	176	51^	199	119^
SAT. 8.00P 60 CBS GD		99	99	B	10.4	19	872	1688	711	207	807	240	426	370	366	334	506	169	290	296	253	175	176	51	199	119
8.00 - 8.30				A	9.9	18	830	1623	708	200	790	219	417	378	375	329	513	154	285	293	268	189	131^	38^	189	108^
8.30 - 9.00				A	10.8	19	905	1750	719	211	821	257	432	366	361	338	501	182	292	296	242	165	224	65^	204	127^
DALLAS	2	205	203	A	25.6	41	2145	1730	912	313	991	327	524	491	406	410	481	180	282	258	200	177	79	49^	179	121
FRI. 9.00P 60 CBS GD		99	99	B	25.6	41	2145	1730	912	313	991	327	524	491	406	410	481	180	282	258	200	177	79	49	179	121
9.00 - 9.30				A	25.2	41	2112	1726	908	309	986	325	522	490	405	409	480	179	280	259	201	178	76	45^	184	125
9.30 - 10.00				A	26.0	42	2179	1727	913	316	991	328	523	490	406	409	480	176	281	258	204	176	84	54^	172	115
DIFF'RENT STROKES-SAT.	1	206		A	15.8	29	1324	2209	819	315	899	248	488	470	353	371	543	199	336	358	234	167^	259	166^	508	373
1 SAT. 8.00P 30 NBC CS		99		B	15.8	29	1324	2209	819	315	899	248	488	470	353	371	543	199	336	358	234	167	259	166	508	373
DUKES OF HAZZARD	3	204	202	A	16.2	28	1358	1969	724	239	775	244	368	345	315	360	555	168	309	307	293	208	133	64^	506	287
FRI. 8.00P 60 CBS CS		99	99	B	15.4	27	1291	1982	673	227	739	234	355	331	309	341	554	176	295	273	281	222	142	60	547	311
8.00 - 8.30				A	14.7	26	1232	1996	721	223	771	224	354	342	335	369	555	159	305	317	298	210	136	58^	534	301
8.30 - 9.00				A	17.6	29	1475	1951	731	252	786	265	386	347	297	357	554	173	310	301	291	205	126	65^	485	278
DYNASTY	2	206	203	A	24.8	38	2078	1676	855	363	962	354	609	536	436	298	476	196	342	293	216	116	138	94	100	67
WED. 9.00P 60 ABC GD		99	99	B	24.8	38	2078	1676	855	363	962	354	609	536	436	298	476	196	342	293	216	116	138	94	100	67
9.00 - 9.30				A	24.3	37	2036	1706	853	362	957	343	602	536	440	302	483	196	345	293	217	121	147	98	119	76
9.30 - 10.00				A	25.4	39	2129	1633	849	361	957	358	609	532	431	294	463	194	334	291	211	109	133	92	80	57
EMERALD POINT,N.A.S.	2	197	196	A	18.1	28	1517	1623	815	279	920	285	482	442	416	376	554	169	292	273	263	226	98	64^	51^	29^
1 MON. 9.00P 120 CBS GD		99	99	B	18.1	28	1517	1623	815	279	920	285	482	442	416	376	554	169	292	273	263	226	98	64	51	29
2 MON. 10.00P 60																										
9.00 - 9.30				A	20.7	30	1735	1736	806	273	945	334	544	475	385	341	563	194	290	281	244	230	163	80^	65^	34v
9.30 - 10.00				A	20.0	29	1676	1755	847	319	971	330	544	496	420	355	609	188	316	307	281	249	119^	67^	56^	17v
10.00 - 10.30				A	17.4	27	1458	1562	807	280	896	262	449	419	423	384	531	158	281	264	258	214	82	65^	53^	34^
10.30 - 11.00				A	16.5	28	1383	1542	815	263	902	255	444	412	431	402	542	155	294	261	269	220	61^	48^	37^	24^
FACTS OF LIFE	2	198		A	17.5	26	1467	1667	680	244	772	217	437	424	392	278	492	157	260	227	228	188	330	172	73^	50^
1 WED. 9.00P 30 NBC CS		99		B	18.7	29	1567	1770	706	258	799	282	476	416	329	284	460	178	270	241	190	154	317	156	194	150
FALCON CREST	2	203	200	A	21.4	37	1793	1601	886	323	974	314	495	488	412	396	406	123	203	202	189	182	93	61^	128	88
FRI. 10.00P 60 CBS GD		99	95	B	21.4	37	1793	1601	886	323	974	314	495	488	412	396	406	123	203	202	189	182	93	61	128	88
10.00 - 10.30				A	21.6	37	1810	1616	894	322	977	320	496	492	405	400	427	133	221	212	195	186	90	67	122	82
10.30 - 11.00				A	21.1	37	1768	1587	878	325	973	308	497	487	419	392	390	114	187	190	183	184	94	54^	130	93

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
FALL GUY	3	206	204	A	20.3	33	1701	1978	712	286	774	263	471	456	394	244	589	257	423	346	255	136	267	105	348	207
WED. 8.00P 60 ABC A		99	99	B	20.3	33	1701	1966	694	284	758	273	471	443	375	233	592	252	411	346	263	154	261	111	355	226
8.00 - 8.30				A	18.5	31	1550	1994	707	281	772	263	469	453	389	245	589	252	421	343	259	140	267	102	366	215
8.30 - 9.00				A	22.0	35	1844	1965	713	290	772	259	467	460	399	244	587	263	422	350	252	131	272	111	334	202
FAMILY TIES	1	197		A	15.7	24	1316	1625	705	238	809	270	509	458	385	247	446	153^	241	216	216	158^	296	166^	74^	55^
1 WED. 9.30P 30 NBC CS		99		B	15.7	24	1316	1625	705	238	809	270	509	458	385	247	446	153	241	216	216	158	296	166	74	55
FANTASY ISLAND	1		204	A	16.5	29	1383	1649	675	312	768	219	445	409	404	273	442	170	328	261	244	102^	217	177	222	136^
2 SAT. 10.00P 60 ABC A			99	B	16.5	29	1383	1649	675	312	768	219	445	409	404	273	442	170	328	261	244	102	217	177	222	136
10.00 - 10.30				A	16.2	28	1358	1633	658	293	742	208	415	382	385	278	416	163^	307	243	227	100^	229	183	246	169^
10.30 - 11.00				A	16.8	30	1408	1656	694	330	795	233	475	432	421	272	464	176	346	272	258	106^	199	168	198	104^
FIRST CAMERA	4	181	182	A	7.2	12	603	1582	712	250	733	144^	310	326	372	380	632	200	329	356	251	263	142^	95^	75^	50^
1 SUN. 7.27P 33 NBC DN		92	93	B	7.0	12	587	1585	745	318	784	188	356	358	360	374	591	166	296	303	241	249	106	80	104	71
2 SUN. 7.00P 60																										
7.00 - 7.30				A	7.8	13	654	1612	788	263^	802	114^	272^	289^	366	486	583	147^	242^	274^	174^	309^	161^	104^	66v	38v
7.30 - 8.00				A	6.9	11	578	1562	668	242	689	150^	317	339	375	328	655	222	372	395	294	241	133^	94^	85^	59^
FOR LOVE AND HONOR	2	195		A	8.5	15	712	1622	635	378	768	412	597	483	262^	144^	550	243^	404	369	219^	120^	206^	69v	98^	40v
1 FRI. 10.00P 60 NBC GD		98		B	11.4	20	955	1584	651	193	726	243	422	396	313	268	594	226	405	345	304	167	146	51	118	72
10.00 - 10.30				A	8.6	15	721	1619	642	383	775	411	599	493	272^	146^	549	251^	403	356	205^	122^	189^	64v	106^	45v
10.30 - 11.00				A	8.4	15	704	1612	626	372	756	413	594	472	248^	137^	543	230^	400	381	233^	114^	223^	71v	90^	33v
GIMME A BREAK	1	201		A	13.3	22	1115	1784	752	258	922	376	589	462	345	310	485	214	282	239	170^	171^	97^	97^	280	171^
1 THU. 8.00P 30 NBC CS		99		B	13.3	22	1115	1784	752	258	922	376	589	462	345	310	485	214	282	239	170	171	97	97	280	171
GOODNIGHT, BEANTOWN	2	200	201	A	16.4	25	1374	1513	758	275	836	244	373	370	354	410	481	131	233	228	230	215	74^	41^	122	74^
1 SUN. 9.30P 30 CBS CS		99	99	B	16.4	25	1374	1513	758	275	836	244	373	370	354	410	481	131	233	228	230	215	74	41	122	74
2 SUN. 10.08P 30																										
HAPPY DAYS	2	208	205	A	16.0	24	1341	1828	743	386	864	436	667	515	340	161	457	201	343	305	230	83^	208	149	299	193
TUE. 8.30P 30 ABC CS		99	99	B	16.0	24	1341	1828	743	386	864	436	667	515	340	161	457	201	343	305	230	83	208	149	299	193
HARDCASTLE & MCCORMICK	3	202	203	A	16.9	26	1416	1969	702	350	789	332	535	457	359	220	721	315	514	449	356	168	139	62^	320	185
SUN. 8.00P 60 ABC A		99	99	B	18.1	28	1517	1944	691	304	764	307	515	475	361	208	735	305	539	463	379	157	150	61	295	184
8.00 - 8.30				A	15.9	25	1332	2017	715	358	805	347	549	460	355	224	722	323	523	454	347	161	133	63^	357	203
8.30 - 9.00				A	18.0	27	1508	1908	688	342	772	320	519	450	357	217	709	307	501	442	359	166	139	58^	288	167
HART TO HART	2	204	201	A	17.9	29	1500	1597	784	343	875	353	576	500	394	241	557	228	371	319	253	155	130	90	35^	23^
TUE. 10.00P 60 ABC PD		99	99	B	17.9	29	1500	1597	784	343	875	353	576	500	394	241	557	228	371	319	253	155	130	90	35	23
10.00 - 10.30				A	18.2	29	1525	1601	773	350	869	360	583	498	385	230	567	240	384	320	256	152	132	90	33^	22^
10.30 - 11.00				A	17.7	30	1483	1578	792	332	876	347	570	498	401	248	539	213	353	316	247	154	127	87	36^	25^
HOTEL	3	203	201	A	24.1	40	2020	1456	821	323	913	282	531	492	456	321	429	155	279	259	219	125	91	72	23^	10v
WED. 10.00P 60 ABC GD		99	99	B	23.9	39	2003	1512	796	314	883	271	502	488	446	320	506	186	317	288	248	162	87	59	36	22
10.00 - 10.30				A	24.3	40	2036	1461	826	324	914	291	538	498	449	315	425	158	282	258	216	120	99	79	23^	10v
10.30 - 11.00				A	24.1	42	2020	1433	810	316	902	269	517	482	460	322	428	151	272	256	220	129	82	64	21^	8v
IT'S NOT EASY	2	200	199	A	11.6	18	972	1566	724	347	802	302	490	426	371	266	418	158	271	230	200	119^	132	107^	214	131
THU. 9.30P 30 ABC CS		99	99	B	11.6	18	972	1566	724	347	802	302	490	426	371	266	418	158	271	230	200	119	132	107	214	131
J. CARSON ANNIVERSARY SP.(S)			202	A	20.3	31	1701	1536	706	271	776	244	438	383	349	284	550	208	343	314	242	170	132^	71^	78^	58^
2 MON. 9.00P 120 NBC GV			99																							
9.00 - 9.30				A	15.3	22	1282	1522	672	285	787	228	431	369	353	314	514	138^	286	291	262	191	110^	37v	111^	73^
9.30 - 10.00				A	21.4	31	1793	1559	718	287	789	241	431	380	350	304	551	207	338	312	237	171	152	78^	67^	57^
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
J. CARSON ANNIVERS-CONT'D																										
10.00 - 10.30				A	22.5	35	1886	1558	721	277	768	258	444	394	337	267	555	231	362	322	229	159	156	99^	79^	63^
10.30 - 11.00				A	22.1	38	1852	1481	697	238	759	249	443	379	348	261	560	224	362	317	247	167	100^	55^	62^	39^
JEFFERSONS(B)			196	A	20 7	30	1735	1587	804	288	883	288	469	403	392	359	435	162	265	211	208	148	138	81^	131^	73^
2 MON. 9.30P 30 CBS CS			99																							
JEFFERSONS	2	200	200	A	18.0	27	1508	1545	741	292	816	244	376	350	348	385	479	134	223	213	221	226	96	65^	154	100
1 SUN. 9.00P 30 CBS CS		99	99	B	18.0	27	1508	1545	741	292	816	244	376	350	348	385	479	134	223	213	221	226	96	65	154	100
2 SUN. 9.38P 30																										
JUST OUR LUCK	3	205	205	A	15.1	24	1265	1839	729	375	860	395	649	500	371	173	471	219	344	301	219	96	172	115	336	193
TUE. 8.00P 30 ABC CS		99	99	B	15.0	24	1257	1958	715	362	829	380	603	457	339	182	501	247	360	309	203	108	227	143	401	240
KNIGHT RIDER	2	209	206	A	19.2	29	1609	2139	682	271	779	278	522	483	366	216	713	257	505	479	366	157	280	122	367	248
1 SUN. 8.00P 120 NBC A		99	99	B	19.2	29	1609	2139	682	271	779	278	522	483	366	216	713	257	505	479	366	157	280	122	367	248
2 SUN. 8.00P 60																										
8.00 - 8.30				A	16.5	26	1383	2111	662	284	750	266	503	467	346	205	671	241	477	439	337	150	285	146	405	251
8.30 - 9.00				A	19.0	28	1592	2175	684	291	787	302	548	485	354	200	683	250	492	446	340	154	290	138	415	258
9.00 - 9.30				A	22.4	33	1877	2159	689	235	779	272	511	499	380	231	764	263	546	535	424	153	275	85^	341	250
9.30 - 10.00				A	22.1	33	1852	2069	696	250	790	260	513	484	394	240	759	277	521	534	397	161	264	98^	256	215
KNOTS LANDING	2	200	199	A	20.4	35	1710	1476	854	298	931	356	543	471	379	318	426	171	267	233	190	131	75	55^	44^	19^
THU. 10.00P 60 CBS GD		99	99	B	20.4	35	1710	1476	854	298	931	356	543	471	379	318	426	171	267	233	190	131	75	55	44	19
10.00 - 10.30				A	20.2	33	1693	1505	852	296	930	355	543	471	379	318	444	186	284	243	189	133	82	61^	49^	18^
10.30 - 11.00				A	20.5	36	1718	1447	858	300	934	357	544	467	379	324	409	161	252	220	189	128	65^	50^	39^	18^
LIVE AND IN PERSON-PT 1(S)		201		A	14.2	23	1190	1619	744	238	855	309	534	476	374	271	561	225	384	316	259	130^	136^	85^	67^	40v
1 TUE. 10.00P 60 NBC GV		99																								
10.00 - 10.30				A	15.2	24	1274	1627	756	231	868	318	552	501	382	267	552	238	390	325	250	116^	138^	70^	69^	42v
10.30 - 11.00				A	13.1	22	1098	1613	730	245	840	302	520	447	364	275	571	215	379	305	268	145^	136^	102^	66^	40v
LIVE AND IN PERSON-PT 2(S)		208		A	11.1	19	930	1683	786	271	893	282	575	509	460	283	569	226^	362	309	234^	160^	196^	107^	25v	25v
1 WED. 10.00P 60 NBC GV		99																								
10.00 - 10.30				A	12.0	19	1006	1708	787	270	892	275	586	520	466	270	550	214^	345	299	228	157^	222^	115^	44v	44v
10.30 - 11.00				A	10.1	18	846	1656	791	273	898	293	565	502	452	298	592	241^	382	321	237^	165^	166^	98^	LT	LT
LIVE AND IN PERSON-PT 3(S)		211		A	10.7	18	897	1747	684	258	830	365	537	422	287	250^	641	248^	415	395	253^	203^	172^	77^	104^	90^
1 THU. 10.00P 60 NBC GV		99																								
10.00 - 10.30				A	11.7	20	980	1726	681	279	805	352	520	418	283	240	628	231^	398	386	260	199^	197^	90^	96^	79^
10.30 - 11.00				A	9.7	17	813	1763	685	231^	855	381	552	426	286	261^	652	268^	432	402	241^	206^	142^	62v	114^	102^
LOTTERY	4	201	201	A	12.9	21	1081	1675	691	287	765	259	499	479	382	221	539	189	355	345	287	137	160	73^	211	152
FRI. 9.00P 60 ABC A		99	99	B	15.2	26	1274	1694	737	309	808	269	490	451	371	281	510	169	312	304	266	158	158	75	218	152
9.00 - 9.30				A	12.6	20	1056	1678	685	293	768	258	498	473	383	225	524	180	342	331	277	136	162	73^	224	157
9.30 - 10.00				A	13.2	21	1106	1664	695	284	761	263	500	484	380	215	552	198	366	358	293	136	155	70^	196	144
LOVE BOAT	2	205	202	A	21.5	36	1802	1650	736	312	839	216	404	393	401	382	437	134	243	220	219	181	181	128	193	153
1 SAT. 9.00P 120 ABC CS		99	99	B	21.5	36	1802	1650	736	312	839	216	404	393	401	382	437	134	243	220	219	181	181	128	193	153
2 SAT. 9.00P 60																										
9.00 - 9.30				A	19.2	32	1609	1712	739	308	832	198	402	397	413	375	430	142	241	214	209	175	194	143	256	191
9.30 - 10.00				A	21.2	35	1777	1698	713	307	800	194	381	380	394	367	433	136	252	223	218	169	207	148	258	200
10.00 - 10.30				A	24.4	41	2045	1571	749	302	856	223	402	401	394	402	457	124	237	228	237	202	153	106^	105^	100^
10.30 - 11.00				A	23.6	41	1978	1549	774	340	917	276	459	412	407	404	432	125	229	212	219	192	140	90^	60^	60^

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MAGNUM, P.I.	2	206	203	A	21.8	35	1827	1779	732	264	799	265	424	401	347	318	632	248	403	352	276	194	151	59^	197	122
THU. 8.00P 60 CBS PD		99	99	B	21.8	35	1827	1779	732	264	799	265	424	401	347	318	632	248	403	352	276	194	151	59	197	122
8.00 - 8.30				A	20.4	34	1710	1776	729	257	794	252	401	387	348	336	631	242	393	343	273	204	151	63^	200	122
8.30 - 9.00				A	23.2	36	1944	1776	732	266	801	277	444	410	343	302	630	252	410	360	275	183	150	54^	195	122
MAMA'S FAMILY	1	200		A	13.5	21	1131	1533	759	280	864	300	484	428	353	340	408	158^	207	193^	153^	163^	139^	99^	122^	78^
1 THU. 8.30P 30 NBC CS		98		B	13.5	21	1131	1533	759	280	864	300	484	428	353	340	408	158	207	193	153	163	139	99	122	78
MANIMAL	1	201		A	10.0	16	838	2123	598	281	750	299	539	535	391	147^	637	230^	457	435	320	129^	371	166^	365	280
1 FRI. 8.30P 90 NBC SF		98		B	10.0	16	838	2123	598	281	750	299	539	535	391	147	637	230	457	435	320	129	371	166	365	280
8.30 - 9.00				A	9.0	15	754	2077	609	273^	737	267^	508	530	403	166^	642	210^	422	440	336	148^	356	190^	342	274^
9.00 - 9.30				A	10.4	17	872	2208	610	277	766	305	559	543	397	148^	631	207^	444	418	325	134^	405	144^	406	304
9.30 - 10.00				A	10.5	17	880	2101	576	292	748	325	552	531	374	131^	645	271	500	454	305	109^	364	171^	344	264
MATT HOUSTON	4	203	202	A	14.7	25	1232	1644	700	288	759	232	496	483	417	223	576	188	368	350	323	152	185	91^	124	98
FRI. 10.00P 60 ABC PD		99	99	B	15.5	28	1299	1617	737	287	797	252	503	476	400	250	544	183	340	317	294	155	149	78	127	88
10.00 - 10.30				A	14.4	24	1207	1636	707	280	760	229	497	487	422	224	574	180	365	357	332	150	178	86^	124	106
10.30 - 11.00				A	15.1	27	1265	1636	688	290	751	233	493	471	409	222	572	193	366	340	314	152	189	95	124	93^
MISSISSIPPI	2	199	203	A	14.8	23	1240	1463	782	237	839	162	321	311	426	468	496	114	224	213	239	243	39^	17v	89^	58^
TUE. 8.00P 60 CBS GD		99	99	B	14.8	23	1240	1463	782	237	839	162	321	311	426	468	496	114	224	213	239	243	39	17	89	58
8.00 - 8.30				A	14.2	23	1190	1466	783	227	839	164	320	310	424	466	512	117	227	211	248	256	28^	9v	87^	60^
8.30 - 9.00				A	15.3	23	1282	1466	789	246	848	162	327	313	432	474	484	110	222	216	233	233	45^	22^	89^	55^
MR. SMITH	2	200		A	11.7	21	980	2086	620	232^	774	315	519	488	321	213^	586	198^	361	367	282	173^	286	176^	440	329
1 FRI. 8.00P 30 NBC CS		99		B	11.8	21	989	1868	645	212	740	261	454	439	324	247	585	252	396	351	243	170	187	94	356	261
NAT'L LEAGUE CHAMP PRE 1(S)		209		A	13.5	24	1131	1541	499	243	552	125^	279	294	281	233	787	200^	390	413	378	317	119^	51v	83^	36v
2 TUE. 8.00P 18 NBC SC		99																								
NAT'L LEAGUE CHAMP GM 1(S)		209		A	17.4	27	1458	1402	427	140^	430	90^	196	199	220	209	855	234	432	430	394	345	60^	16v	57^	35v
2 TUE. 8.18P 162 NBC SE		99																								
8.00 - 8.30				A	14.2	24	1190	1487	497	206	507	104^	247	257	259	229	779	196	392	394	373	324	114^	48v	87^	41v
8.30 - 9.00				A	15.7	25	1316	1477	472	169^	485	87^	238	253	268	219	824	211	407	392	394	347	111^	58^	57^	28v
9.00 - 9.30				A	16.8	25	1408	1317	418	116^	418	69^	173	191	225	216	823	207	394	392	379	346	26v	LT	50^	28v
9.30 - 10.00				A	18.1	27	1517	1339	405	124^	405	75^	169	180	201	210	867	249	429	425	388	359	31v	LT	36v	17v
10.00 - 10.30				A	19.0	29	1592	1420	405	132^	405	104^	192	179	195	193	906	271	484	466	404	349	44^	LT	65^	48^
10.30 - 11.00				A	18.7	30	1567	1426	427	144^	427	107^	197	181	210	209	864	235	445	474	409	327	67^	16v	68^	49^
NAT'L LEAGUE CHAMP PRE 2(S)		210		A	12.5	23	1048	1472	552	186^	574	117^	224	246	257	303	730	179^	309	344	290	370	95^	59^	73^	50v
2 WED. 8.00P 15 NBC SC		99																								
NAT'L LEAGUE CHAMP GM 2(S)		210		A	17.5	29	1467	1397	458	171	472	89^	183	208	249	238	803	234	398	362	341	345	71^	26v	51^	37v
2 WED. 8.15P 183 NBC SE		99																								
8.00 - 8.30				A	13.5	24	1131	1586	531	198^	555	108^	224	230	268	292	850	297	436	346	327	366	105^	64^	76^	52v
8.30 - 9.00				A	16.4	27	1374	1504	492	191	514	96^	210	220	260	263	832	289	405	313	304	381	85^	52^	73^	54^
9.00 - 9.30				A	17.8	29	1492	1397	430	174	445	84^	167	202	226	233	781	207	383	373	339	344	71^	37v	100^	76^
9.30 - 10.00				A	18.4	29	1542	1384	437	176	457	100^	186	212	221	223	798	218	390	361	338	353	78^	39^	51^	35v
10.00 - 10.30				A	19.3	31	1617	1341	432	163	444	90^	171	192	238	214	802	236	401	362	338	342	75^	LT	20v	14v
10.30 - 11.00				A	18.1	30	1517	1354	476	156	476	91^	166	203	257	241	810	236	412	389	353	315	48^	LT	20v	13v
11.00 - 11.30				A	16.8	31	1408	1295	465	160^	477	76^	201	217	308	225	760	182	369	374	386	326	36v	LT	22v	14v
NAT'L LEAGUE CHAMP PRE 4(S)		208		A	11.9	23	997	1367	536	163^	566	152^	296	291	312	223^	656	199^	341	290	275	278	76^	44v	69^	42v
2 SAT. 8.00P 15 NBC SC		99																								

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NAT'L LEAGUE CHAMP GM 4(S)			208	A	16.7	29	1399	1443	535	220	547	162^	311	293	287	203	784	225	426	394	357	307	65^	16v	47^	31v
2 SAT. 8.15P 193 NBC SE			99																							
8.00 - 8.30				A	12.6	24	1056	1332	497	151^	509	132^	279	267	278	205^	682	194^	345	290	284	290	79^	39v	62^	33v
8.30 - 9.00				A	14.6	27	1223	1322	478	156^	488	137^	259	255	261	197	701	196	348	313	296	302	90^	39v	43v	30v
9.00 - 9.30				A	16.8	29	1408	1455	525	231	535	172	308	290	264	197	785	248	446	394	331	291	74^	18v	61^	29v
9.30 - 10.00				A	18.2	30	1525	1508	552	261	561	169	325	308	296	206	840	266	492	442	372	301	53^	LT	54^	27v
10.00 - 10.30				A	18.6	31	1559	1474	571	255	583	164	341	331	318	204	811	208	433	440	405	319	44^	LT	36v	30v
10.30 - 11.00				A	17.2	29	1441	1491	568	238	580	167	327	308	306	222	812	225	451	428	386	311	50^	LT	49^	43^
11.00 - 11.30				A	16.7	32	1399	1424	525	193	534	169	303	260	271	197	771	212	393	362	367	324	85^	45^	34v	29v
NBC MONDAY NIGHT MOVIES	1	201		A	20.9	32	1751	1428	807	277	924	353	596	523	401	284	370	152	250	253	160	98^	103^	86^	31v	24v
1 MON. 9.00P 120 NBC FF		99		B	20.9	32	1751	1428	807	277	924	353	596	523	401	284	370	152	250	253	160	98	103	86	31	24
9.00 - 9.30				A	20.8	31	1743	1360	771	263	889	329	549	479	375	299	348	144	238	238	148	94^	84^	66^	39^	14v
9.30 - 10.00				A	21.3	31	1785	1392	785	271	914	360	600	504	392	275	344	128^	213	217	153	105^	104^	85^	30v	30v
10.00 - 10.30				A	21.1	33	1768	1498	840	287	952	361	624	554	423	282	391	166	271	277	165	96^	126^	111^	29v	29v
10.30 - 11.00				A	20.5	34	1718	1441	825	283	931	360	604	543	406	280	396	165	275	278	176	98^	93^	77^	21v	21v
NBC NEWS DIGEST-M-F	10	184	189	A	11.8	19	989	1689	609	232	691	204	368	342	308	280	649	213	358	311	279	250	157	73	192	123
1 M-TH 8.58P 1 NBC N		87	90	B	11.8	19	989	1689	609	232	691	204	368	342	308	280	649	213	358	311	279	250	157	73	192	123
1 FRI. 9.00P 1																										
2 MON. 8.58P 1																										
2 TUTHF 8.16P 1																										
2 WED. 8.15P 1																										
NBC NEWS DIGEST-2-M-F	3	183		A	12.6	19	1056	1571	715	277	851	325	551	478	375	254	439	162	275	253	201	131	186	114	95^	62^
1 MON. 9.47P 1 NBC N		90		B	12.6	19	1056	1571	715	277	851	325	551	478	375	254	439	162	275	253	201	131	186	114	95	62
1 W & F 9.58P 1																										
NBC NEWS DIGEST-SAT	2	189	188	A	9.4	17	788	1451	577	206	603	139^	350	322	359	232	570	145^	306	297	280	218	97^	34v	181	129^
1 SAT. 9.06P 1 NBC N		89	91	B	9.4	17	788	1451	577	206	603	139	350	322	359	232	570	145	306	297	280	218	97	34	181	129
2 SAT. 8.15P 1																										
NBC NEWS DIGEST-SUN	2	190	192	A	16.1	24	1349	2226	711	323	828	332	579	483	360	214	723	271	512	454	354	171	279	134	396	255
1 SUN. 8.59P 1 NBC N		89	92	B	16.1	24	1349	2226	711	323	828	332	579	483	360	214	723	271	512	454	354	171	279	134	396	255
2 SUN. 8.58P 1																										
NBC NEWS DIGEST-2-SUN.	1	189		A	15.6	23	1307	2003	715	238	815	236	492	460	423	283	743	262	479	479	383	196	255	93^	190	166^
1 SUN. 9.58P 1 NBC N		93		B	15.6	23	1307	2003	715	238	815	236	492	460	423	283	743	262	479	479	383	196	255	93	190	166
NBC NIGHTLY NEWS-SAT	1		141	A	8.1	19	679	1330	626	152^	690	122^	230^	240^	314^	407	512	91^	204^	221^	268^	266^	81v	35v	47v	47v
2 SAT. 6.30P 30 NBC N			81	B	8.1	19	679	1330	626	152	690	122	230	240	314	407	512	91	204	221	268	266	81	35	47	47
NBC NIGHTLY NEWS-SUN	1		166	A	5.9	11	494	1417	431^	97v	457^	85v	127^	155^	185^	277^	728	225^	350^	299^	285^	308^	183^	110v	49v	49v
2 SUN. 6.30P 30 NBC N			84	B	5.9	11	494	1417	431	97	457	85	127	155	185	277	728	225	350	299	285	308	183	110	49	49
NBC NIGHTLY NEWS	10	206	186	A	9.7	20	813	1551	651	253	734	154	296	299	330	390	632	165	300	267	272	297	89	50^	96	71
1 M-F 6.30P 30 NBC N		99	91	B	9.7	20	813	1551	651	253	734	154	296	299	330	390	632	165	300	267	272	297	89	50	96	71
2 MTUTHF 6.30P 30																										
2 WED. 6.33P 27																										
NBC SUNDAY NIGHT MOVIE	1		202	A	17.7	27	1483	1995	700	340	800	353	609	515	360	151^	766	361	562	435	331	166	256	78^	173	113^
2 SUN. 9.00P 120 NBC FF			99	B	17.7	27	1483	1995	700	340	800	353	609	515	360	151	766	361	562	435	331	166	256	78	173	113
9.00 - 9.30				A	17.5	26	1467	1988	681	332	781	332	580	483	350	163	746	308	519	426	350	187	249	92^	212	127^
9.30 - 10.00				A	17.7	26	1483	2055	721	349	804	350	592	495	343	177	767	339	555	446	346	169	306	109^	178	113^
10.00 - 10.30				A	17.9	28	1500	1991	697	325	806	358	623	528	367	141^	752	378	559	414	313	151^	264	86^	169	111^
10.30 - 11.00				A	17.6	29	1475	1946	706	356	809	372	642	549	377	130^	801	426	620	463	313	146^	200	24v	136^	99^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
NEWSBREAK-M-F					10	185	183	A	16.4	25	1374	1822	794	279	859	285	456	413	364	356	589	221	357	325	262	193	136	62	238	149
1 MTUF	8.58P	1	CBS	N		91	91	B	16.4	25	1374	1822	794	279	859	285	456	413	364	356	589	221	357	325	262	193	136	62	238	149
1 WED.	9.01P	1																												
1 THU.	8.57P	2																												
2 M-F	8.58P	1																												
NEWSBREAK-SAT.					2	188	185	A	10.4	18	872	1765	752	251	836	242	437	398	383	339	535	182	297	323	261	180	144	89^	250	164
SAT.	8.58P	1	CBS	N		94	92	B	10.4	18	872	1765	752	251	836	242	437	398	383	339	535	182	297	323	261	180	144	89	250	164
NEWSBREAK-SUN.					2	192	188	A	18.3	27	1534	1548	715	337	802	216	349	337	362	398	514	175	254	229	218	228	84	62^	148	91
1 SUN.	8.58P	1	CBS	N		98	94	B	18.3	27	1534	1548	715	337	802	216	349	337	362	398	514	175	254	229	218	228	84	62	148	91
2 SUN.	9.06P	1																												
NFL MONDAY NIGHT FOOTBALL					4	210	210	A	16.4	28	1374	1552	403	188	425	158	287	251	214	115	970	407	627	538	421	267	95	18v	62^	40^
1 MON.	9.00P	180	ABC	SE		99	99	B	16.2	28	1358	1563	424	201	444	149	283	269	234	128	953	389	616	542	419	264	99	22	67	46
2 MON.	9.00P	209																												
9.00 - 9.30								A	17.3	26	1450	1669	416	189	432	150	287	261	218	120	963	412	628	519	402	269	136	36^	138	103
9.30 - 10.00								A	19.2	28	1609	1662	409	207	432	178	304	259	199	105	979	419	638	546	409	267	140	42^	111	79
10.00 - 10.30								A	19.1	29	1601	1614	452	234	473	185	339	283	238	113	971	424	639	532	410	263	117	25^	53^	32^
10.30 - 11.00								A	17.3	28	1450	1513	429	212	448	168	318	272	235	113	969	398	627	546	435	264	59^	LT	37^	16v
11.00 - 11.30								A	15.8	30	1324	1469	376	159	409	162	271	230	206	112	982	412	640	567	429	261	62^	LT	16v	LT
11.30 - 12.00								A	13.2	31	1106	1382	321	119	350	108	201	197	185	121	977	382	610	541	457	282	47^	LT	8v	LT
12.00 - 12.30								A	9.8	28	821	1307	343	144^	356	101^	215^	223^	197^	105^	882	335	509	483	392	269^	69v	LT	LT	LT
9 TO 5					2	201	199	A	12.4	19	1039	1687	738	374	837	322	543	446	393	263	424	171	284	260	197	115	172	127	254	161
THU.	9.00P	30	ABC	CS		99	99	B	12.4	19	1039	1687	738	374	837	322	543	446	393	263	424	171	284	260	197	115	172	127	254	161
OH MADELINE					2	204	205	A	17.9	27	1500	1643	736	317	841	355	592	485	388	213	488	219	316	285	208	121	196	158	118	80
TUE.	9.30P	30	ABC	CS		99	99	B	17.9	27	1500	1643	736	317	841	355	592	485	388	213	488	219	316	285	208	121	196	158	118	80
ONE DAY AT A TIME					1	200		A	17.9	27	1500	1492	714	260	810	233	373	352	340	389	422	152^	197	182	154^	189	78^	66^	182	116^
1 SUN.	8.30P	30	CBS	CS		99		B	17.9	27	1500	1492	714	260	810	233	373	352	340	389	422	152	197	182	154	189	78	66	182	116
REAL PEOPLE					3	205		A	14.4	23	1207	1626	715	211	784	171^	365	373	372	380	540	130^	296	246	280	234	130^	114^	172^	115^
1 WED.	8.00P	60	NBC	PV		99		B	14.9	25	1249	1565	678	227	739	192	335	329	329	360	538	136	255	239	258	254	143	93	145	89
8.00 - 8.30								A	13.7	23	1148	1601	683	208	756	168^	343	346	348	376	543	117^	301	261	298	234	131^	117^	171^	116^
8.30 - 9.00								A	15.1	23	1265	1641	739	212	804	171^	381	394	392	384	536	141^	292	230	266	234	129^	112^	172^	111^
REMINGTON STEELE					2	204		A	18.8	28	1575	1634	696	319	778	291	515	487	376	214	624	246	449	397	314	146^	128^	48^	104^	52^
1 TUE.	9.00P	60	NBC	PD		99		B	19.7	31	1651	1699	718	361	800	306	520	491	379	234	620	248	430	413	304	159	162	60	117	76
9.00 - 9.30								A	18.7	28	1567	1621	667	300	749	277	486	472	363	211	628	242	440	400	316	158	133^	41^	111^	48^
9.30 - 10.00								A	19.0	29	1592	1632	720	336	803	305	539	498	387	215	619	252	456	392	310	134^	116^	51^	94^	52^
RIPLEY'S BELIEVE IT-NOT					3	188	182	A	12.3	21	1031	2005	656	296	750	319	515	459	322	187	642	259	443	405	322	161	261	155	352	212
SUN.	7.00P	60	ABC	U		94	95	B	12.2	21	1022	1997	636	267	725	306	492	455	313	190	705	306	511	413	343	158	254	138	313	189
7.00 - 7.30								A	10.5	19	880	1963	636	291	732	310	500	449	310	187	626	244	414	379	314	172	240	150	365	213
7.30 - 8.00								A	14.0	23	1173	2044	672	298	764	325	527	468	333	188	654	272	464	425	327	153	281	160	345	212
ROUSTERS					1	202		A	9.9	17	830	1799	710	299	759	202^	463	435	415	275^	479	130^	252^	279	223^	187^	164^	65v	397	278
1 SAT.	8.30P	90	NBC	A		99		B	9.9	17	830	1799	710	299	759	202	463	435	415	275	479	130	252	279	223	187	164	65	397	278
8.30 - 9.00								A	11.4	20	955	1978	777	301	825	216^	475	453	388	320	504	174^	295	296	226^	172^	206^	97^	443	326
9.00 - 9.30								A	9.6	16	804	1672	656	271^	711	196^	446	408	418	248^	458	100^	212^	262^	218^	196^	129^	39v	374	259^
9.30 - 10.00								A	8.8	15	737	1695	688	321	731	191^	464	441	446	248^	468	107^	241^	271^	220^	197^	139^	48v	357	237^
SCARECROW & MRS. KING					1		202	A	22.3	35	1869	1709	782	338	862	276	467	415	381	347	494	175	300	284	208	167	119^	77^	234	124
2 MON.	8.00P	60	CBS	GD			99	B	22.3	35	1869	1709	782	338	862	276	467	415	381	347	494	175	300	284	208	167	119	77	234	124
CONT'D																														

(AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES)

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1983 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18–34	18–49	25–54	35–64	55+	MEN TOTAL	18–34	18–49	25–54	35–64	55+	TEENS (12–17) TOTAL	FEM.	CHILDREN (2–11) TOTAL	6–11
EVENING CONT'D																										
SCARECROW & MRS. K-CONT'D																										
8.00 - 8.30				A	21.6	35	1810	1702	793	333	871	275	463	425	387	351	492	167	293	280	208	172	106^	74^	233	127^
8.30 - 9.00				A	22.9	35	1919	1718	772	343	853	276	469	409	375	343	498	182	305	285	209	167	134	80^	233	123
SIMON & SIMON	2	203	199	A	22.6	35	1894	1676	748	266	818	261	482	443	391	285	632	220	411	377	323	181	111	41^	115	67
THU. 9.00P 60 CBS PD		99	99	B	22.6	35	1894	1676	748	266	818	261	482	443	391	285	632	220	411	377	323	181	111	41	115	67
9.00 - 9.30				A	22.2	34	1860	1691	747	266	819	268	486	442	387	282	627	218	404	375	320	184	115	44^	130	77
9.30 - 10.00				A	23.0	36	1927	1659	750	267	818	255	478	443	394	289	635	222	415	376	324	179	105	37^	101	56^
60 MINUTES	4	206	206	A	22.1	36	1852	1542	694	308	751	206	339	321	321	355	648	188	342	324	327	258	59^	44^	84	63^
1 SUN. 7.00P 60 CBS DN		99	99	B	21.0	34	1760	1612	701	323	762	214	354	343	327	348	684	192	355	346	337	278	88	49	78	56
2 SUN. 8.08P 60																										
7.00 - 7.30				A	19.9	37	1668	1473	665	270	729	180	324	324	311	352	668	170	355	346	362	258	15v	15v	61^	48^
7.30 - 8.00				A	24.2	42	2028	1413	659	272	728	191	301	291	290	376	616	128	305	307	350	264	13v	13v	56^	33^
8.00 - 8.30				A	21.1	33	1768	1598	716	339	767	227	368	334	333	335	660	229	358	330	303	255	93^	61^	78^	62^
8.30 - 9.00				A	22.4	33	1877	1637	731	339	771	221	360	326	344	348	660	230	362	325	296	254	100^	74^	106^	90^
9.00 - 9.30				A	23.3	34	1953	1773	761	381	811	257	390	367	366	353	648	227	353	312	302	250	111^	80^	203	143
T.J. HOOKER	2	202	200	A	15.8	29	1324	1867	680	292	758	191	398	422	384	310	551	168	316	297	288	198	187	116	371	268
SAT. 8.00P 60 ABC OP		99	99	B	15.8	29	1324	1867	680	292	758	191	398	422	384	310	551	168	316	297	288	198	187	116	371	268
8.00 - 8.30				A	13.9	26	1165	1903	690	302	774	202	400	419	376	323	539	156	299	283	286	204	195	109	395	277
8.30 - 9.00				A	17.6	31	1475	1840	675	285	747	182	398	429	392	298	559	175	329	305	289	193	181	120	353	263
THAT'S INCREDIBLE	3	203	201	A	13.7	22	1148	1834	611	272	654	192	381	335	323	231	689	273	449	381	295	207	174	89^	317	231
MON. 8.00P 60 ABC PV		98	98	B	13.3	21	1115	1918	644	298	677	220	406	362	319	223	709	272	462	393	332	207	189	91	343	233
8.00 - 8.30				A	12.6	20	1056	1867	627	276	672	198	390	342	330	241	676	261	440	375	299	206	182	94^	337	255
8.30 - 9.00				A	14.8	23	1240	1799	595	266	633	185	369	328	313	219	698	283	461	385	295	207	166	85^	302	210
THREE'S COMPANY	2	205	202	A	19.2	29	1609	1755	724	329	809	339	574	481	361	200	534	218	346	320	249	137	239	174	173	143
TUE. 9.00P 30 ABC CS		99	99	B	19.2	29	1609	1755	724	329	809	339	574	481	361	200	534	218	346	320	249	137	239	174	173	143
TRAPPER JOHN, M.D.	2	201	201	A	16.1	29	1349	1520	707	271	806	233	385	364	369	363	554	198	335	285	265	190	103	61^	57^	42^
1 SUN. 10.00P 60 CBS GD		99	99	B	16.1	29	1349	1520	707	271	806	233	385	364	369	363	554	198	335	285	265	190	103	61	57	42
2 SUN. 10.38P 60																										
10.00 - 10.30				A	17.6	29	1475	1628	728	258	863	252	394	368	370	399	576	197	340	295	290	200	142^	87^	47^	30v
10.30 - 11.00				A	16.1	27	1349	1557	738	267	841	246	394	366	371	392	564	190	327	290	282	206	114	67^	38^	23^
11.00 - 11.30				A	15.1	30	1265	1335	638	288	690	194	359	349	357	281	502	203	326	256	217	153^	47^	25v	96^	82^
11.30 - 12.00				A	14.0	34	1173	1378	635	253	708	182^	347	347	397	303	537	230	362	268	197	165^	44v	28v	89^	89^
TRAUMA CENTER	3	204	200	A	13.8	22	1156	2099	830	337	884	315	636	540	458	220	535	187	365	351	283	130	269	147	411	260
THU. 8.00P 60 ABC GD		99	99	B	14.7	24	1232	1922	760	304	821	298	567	480	421	223	577	198	381	344	312	156	242	127	282	182
8.00 - 8.30				A	13.4	23	1123	2072	843	325	883	315	634	543	452	222	526	176	354	340	277	135	270	141	393	248
8.30 - 9.00				A	14.3	22	1198	2098	808	341	873	317	632	531	451	214	537	197	373	359	283	122	263	149	425	270
20/20	3	201	202	A	15.8	27	1324	1418	697	296	748	215	453	430	389	255	588	207	371	356	283	166	27^	18v	55^	32^
THU. 10.00P 60 ABC DN		99	99	B	16.4	28	1374	1485	730	292	775	209	451	434	426	275	598	182	343	350	312	193	56	41	56	35
10.00 - 10.30				A	16.3	27	1366	1447	716	309	772	231	479	450	395	254	572	188	365	358	297	156	40^	27^	63^	37^
10.30 - 11.00				A	15.3	27	1282	1381	673	283	720	197	426	407	381	256	605	224	376	356	272	175	12v	7v	44^	26^
WE GOT IT MADE	3	204		A	17.0	26	1425	1859	680	249	795	333	515	403	329	223	586	318	413	331	175	145^	263	129^	215	172
1 THU. 9.00P 30 NBC CS		99		B	17.0	27	1425	1863	709	311	807	336	526	417	309	246	571	256	395	333	234	148	227	140	258	175
WEBSTER	4	204	205	A	17.1	29	1433	1808	810	365	938	347	593	522	394	302	461	169	261	245	197	160	165	91	244	166
FRI. 8.30P 30 ABC CS		99	99	B	17.0	29	1425	1743	777	353	888	328	548	472	364	299	477	163	271	258	218	169	157	96	221	142

Audience composition: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WHIZ KIDS	1		200	A	13.6	22	1140	1991	870	371	922	318	583	500	456	295	474	215	351	267	229	107^	255	130^	340	215
2 WED. 8.00P 60 CBS A			99	B	13.6	22	1140	1991	870	371	922	318	583	500	456	295	474	215	351	267	229	107	255	130	340	215
8.00 - 8.30				A	13.0	22	1089	2039	888	379	944	322	587	493	457	316	478	198^	343	265	249	117^	253	139^	364	222
8.30 - 9.00				A	14.1	23	1182	1954	857	364	904	318	582	508	453	275	469	231	358	271	213	96^	261	122^	320	207
YELLOW ROSE SPECIAL(S)		205		A	16.1	27	1349	1564	702	213	780	212	427	419	396	311	651	141^	322	364	372	252	43v	29v	90^	29v
1 SUN. 10.00P 60 NBC GD		99																								
10.00 - 10.30				A	16.4	27	1374	1631	723	231	805	239	459	449	394	302	660	156^	336	377	364	244	57^	31v	109^	40v
10.30 - 11.00				A	15.8	28	1324	1486	681	192	754	185	394	388	395	320	637	122^	307	351	383	257	24v	24v	71^	17v
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-T-F	7	174	173	A	4.2	14	352	1222	612	241	634	148^	336	366	352	231	531	184	296	296	230	199	40v	31v	17v	LT
1 TU-TH 11.30P 61 ABC N		94	93	B	4.2	14	352	1222	612	241	634	148	336	366	352	231	531	184	296	296	230	199	40	31	17	LT
2 TU-F 11.30P 60																										
11.30 - 12.00				A	5.1	15	427	1248	611	239	634	154	327	347	331	240	548	199	312	305	225	201	47^	35^	19v	12v
12.00 - 12.30				A	3.3	12	277	1166	603	246	621	138^	339	386	375	209	512	163^	271	278	241	201^	25v	25v	LT	LT
ABC NEWS:NIGHTLINE-MON	2	171	173	A	2.9	16	243	1152	346^	57v	404^	74v	106v	144^	144^	223^	748	278^	422^	325^	306^	263^	LT	LT	LT	LT
1 MON. 12.30A 31 ABC N		94	94	B	2.9	16	243	1152	346	57	404	74	106	144	144	223	748	278	422	325	306	263	LT	LT	LT	LT
2 MON. 12.58A 31																										
ABC WEEKEND REPORT-SAT.	2	162	161	A	4.8	10	402	1244	590	359	690	224^	399	345	277^	242^	433	98^	254^	251^	241^	174^	39v	LT	82^	82^
SAT. 11.00P 15 ABC N		88	88	B	4.8	10	402	1244	590	359	690	224	399	345	277	242	433	98	254	251	241	174	39	LT	82	82

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
ABC WEEKEND REPORT-SUN.	2	164	164	A	4.6	10	385	1301	613	228^	616	182^	323	396	346	202^	603	283^	403	383	216^	153^	82^	77^	LT	LT
1 SUN. 11.09P 15 ABC N		90	90	B	4.6	10	385	1301	613	228	616	182	323	396	346	202	603	283	403	383	216	153	82	77	LT	LT
2 SUN. 11.00P 15																										
CBS NEWS NIGHTWATCH-1	10	69	68	A	1.4	16	117	752	401^	111v	453^	137^	256^	256^	248^	154^	299^	77v	205^	145^	205^	77v	LT	LT	LT	LT
M-THSU 2.00A 30 CBS N		64	64	B	1.4	16	117	752	401	111	453	137	256	256	248	154	299	77	205	145	205	77	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2	10	106	105	A	1.1	24	92	837	402^	97v	478^	196^	283^	217^	152v	174^	359^	153v	251^	185^	174^	108v	LT	LT	LT	LT
M-THSU 2.30A 210 CBS N		88	88	B	1.1	24	92	837	402	97	478	196	283	217	152	174	359	153	251	185	174	108	LT	LT	LT	LT
2.30 - 3.00				A	1.4	21	117	889	479^	94v	521	205^	299^	283^	205^	170^	351^	95v	240^	205^	213^	111v	LT	LT	LT	LT
3.00 - 3.30				A	1.3	24	109	954	515^	110v	560	211^	321^	284^	239^	193^	394^	156^	284^	256^	183^	101v	LT	LT	LT	LT
3.30 - 4.00				A	1.1	23	92	891	445^	LT	532^	206^	359^	282^	251^	163^	359^	109v	251^	206^	218^	98v	LT	LT	LT	LT
4.00 - 4.30				A	1.1	28	92	793	349^	88v	468^	239^	304^	185^	87v	164^	325^	130v	217^	185^	195^	108v	LT	LT	LT	LT
4.30 - 5.00				A	.9	24	75	827	347^	94v	454^	240^	280^	173v	LT	174v	373^	200^	253^	160v	146v	120v	LT	LT	LT	LT
5.00 - 5.30				A	.8	22	67	881	359^	104v	478^	224^	269^	150v	LT	209v	403^	224^	269^	164v	150v	134v	LT	LT	LT	LT
5.30 - 6.00				A	.8	21	67	910	417^	254^	537^	149v	284^	180v	165v	253^	373^	164v	224^	120v	164v	149v	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD	2	130	124	A	4.6	11	385	1119	496	241^	534	119^	119^	159^	206^	339	585	216^	323	254^	276^	215^	LT	LT	LT	LT
1 SUN. 11.00P 15 CBS N		68	67	B	4.6	11	385	1119	496	241	534	119	119	159	206	339	585	216	323	254	276	215	LT	LT	LT	LT
2 SUN. 11.38P 15																										
DAVID LETTERMAN I	8	181	181	A	2.9	15	243	1280	643	218^	688	346	461	322	206^	214^	559	288	416	280	182^	143^	28v	LT	LT	LT
1 M-TH 12.30A 30 NBC GV		96	96	B	2.9	15	243	1280	643	218	688	346	461	322	206	214	559	288	416	280	182	143	28	LT	LT	LT
2 M & TU 12.30A 30																										
2 WED. 12.50A 30																										
2 THU. 12.10A 30																										
DAVID LETTERMAN II	8	181	181	A	2.2	15	184	1288	554	255^	630	310	408	289^	152^	222^	642	392	490	311	125^	152^	LT	LT	LT	LT
1 M-TH 1.00A 30 NBC GV		96	96	B	2.2	15	184	1288	554	255	630	310	408	289	152	222	642	392	490	311	125	152	LT	LT	LT	LT
2 M & TU 1.00A 30																										
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																														
DAVID LETTERMAN II-CONT'D																														
2 WED.	1.20A	30																												
2 THU.	12.40A	30																												
FRIDAY NIGHT VIDEOS					2	193	193	A	3.4	19	285	1477	406^	325^	582	311^	487	362^	222^	95v	657	505	565	393^	119^	92v	221^	141^	17v	17v
1 FRI.	12.30A	90	NBC	PC		98	98	B	3.4	19	285	1477	406	325	582	311	487	362	222	95	657	505	565	393	119	92	221	141	17	17
2 FRI.	1.06A	90																												
	12.30 - 1.00							A	4.5	18	377	1191	363^	250^	605^	242^	407^	318^	363^	198^	340^	189^	212^	212^	85v	128v	174^	174^	72v	72v
	1.00 - 1.30							A	3.7	18	310	1365	368^	273^	542	342^	510	366^	168^	32v	614	520	520	368^	69v	94v	209^	129^	LT	LT
	1.30 - 2.00							A	3.0	19	251	1749	411^	378^	542	320^	486	386^	166^	56v	912	685	816	551	200^	96v	295^	198^	LT	LT
	2.00 - 2.30							A	2.7	22	226	1606	584^	495^	699^	341^	571^	391^	230v	128v	753^	633^	721^	446^	120v	32v	154v	LT	LT	LT
	2.30 - 3.00							A	2.4	24	201	1090^	373^	224v	532^	229v	383^	223v	154v	149v	304^	229v	304^	75v	75v	LT	254v	LT	LT	LT
LATE MOVIE I					20	169	170	A	6.3	21	528	1167	686	246	721	193	389	416	379	273	411	132	248	237	195	127	18v	LT	17v	LT
1 MTUTH	11.30P	70	CBS	FF		88	87	B	6.2	21	520	1155	630	267	681	184	372	392	365	249	405	142	241	239	190	127	44	19	25	11
1 W & F	11.30P	71																												
2 M & TH	11.30P	70																												
2 TUE.	11.30P	71																												
2 WED.	11.30P	72																												
2 FRI.	11.30P	75																												
	11.30 - 12.00							A	6.6	19	553	1237	718	247	757	205	403	428	389	292	436	138	262	251	203	138	23v	LT	21v	LT
	12.00 - 12.30							A	6.2	23	520	1142	662	238	699	189	375	402	369	263	404	133	244	230	192	124	18v	LT	21v	LT
	12.30 - 1.00							A	5.8	27	486	1068	680	270	692	190	401	434	382	229	364	116	222	213	186	106^	LT	LT	LT	LT
LATE MOVIE II					20	169	169	A	4.4	26	369	1024	639	260	650	178	400	433	380	188	368	140^	227	222	188	90^	LT	LT	LT	LT
1 MON.	12.40A	48	CBS	FF		87	87	B	4.4	26	369	1038	564	255	596	156	343	378	345	190	414	169	260	265	202	100	20	LT	LT	LT
1 TUE.	12.40A	47																												
1 WED.	12.41A	66																												
1 THU.	12.40A	42																												
1 FRI.	12.41A	48																												
2 MON.	12.40A	52																												
2 TUE.	12.41A	54																												
2 WED.	12.42A	47																												
2 THU.	12.40A	43																												
2 FRI.	12.45A	46																												
	12.30 - 1.00							A	4.9	25	411	1063	688	258	700	190	415	449	399	219	358	123^	217	216	187	95^	LT	LT	LT	LT
	1.00 - 1.30							A	4.3	27	360	997	608	267	623	173	395	428	366	167	369	144^	225	228	187	89^	LT	LT	LT	LT
	1.30 - 2.00							A	2.7	21	226	584^	274^	111v	274^	36v	146v	110v	238v	128v	310^	200v	200v	48v	110v	62v	LT	LT	LT	LT
LBJ GOES TO WAR(S)						178		A	4.2	13	352	1222	415^	216^	455^	156v	264^	219^	180^	176^	685	139v	367^	427^	382^	241^	82v	31v	LT	LT
1 FRI.	11.30P	72	ABC	N		93																								
	11.30 - 12.00							A	4.8	13	402	1348	486^	224^	553^	165^	297^	252^	226^	236^	702	105v	344^	415^	380^	287^	93v	34v	LT	LT
	12.00 - 12.30							A	3.8	12	318	1123	375^	230^	393^	166v	260^	197^	133v	133v	661^	173v	377^	431^	365^	202^	69v	32v	LT	LT
	12.30 - 1.00							A	3.8	14	318	1013	270^	182v	270^	107v	160v	148v	123v	88v	667^	173v	409^	424^	396^	189^	76v	LT	LT	LT
LETTERMAN EARLY EDITION(S)							202	A	5.1	17	427	920	505^	173^	505^	271^	303^	170^	124v	202^	405^	199^	267^	297^	129v	108v	LT	LT	LT	LT
2 MON.	11.30P	60	NBC	GV			98																							
	11.30 - 12.00							A	6.0	17	503	1040	589	287^	589	340^	393^	214^	171^	196^	435^	177^	252^	303^	178^	132^	16v	16v	LT	LT
	12.00 - 12.30							A	4.1	16	344	759	393^	LT	393^	177^	177^	107v	56v	216^	366^	232^	291^	291^	59v	75v	LT	LT	LT	LT
NBC LATE NIGHT MOVIE					2	64	67	A	1.6	5	134	1142	515^	60v	530^	193v	358^	396^	300^	134v	567^	245^	351^	261^	180v	179v	45v	LT	LT	LT
1 SUN.	11.30P	38	NBC	FF		40	41	B	1.6	5	134	1142	515	60	530	193	358	396	300	134	567	245	351	261	180	179	45	LT	LT	LT
2 SUN.	11.30P	40																												
	11.30 - 12.00							A	1.6	5	134	1254	559^	67v	567^	216v	396^	433^	299^	134v	627^	291^	433^	299^	209v	164v	60v	LT	LT	LT
	12.00 - 12.30							A	1.4	5	117	932^	479^	69v	479^	137v	248v	316^	342^	163v	453^	111v	111v	188v	111v	265^	LT	LT	LT	LT

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
NBC NEWS OVERNIGHT-M-F	10	147	148	A	1.4	13	117	1068	539	179^	624	240^	368^	290^	154^	248^	427^	197^	316^	214^	171^	102v	LT	LT	LT	LT
1 MON. 1.30A 42 NBC N		91	91	B	1.4	13	117	1068	539	179	624	240	368	290	154	248	427	197	316	214	171	102	LT	LT	LT	LT
1 TUE. 1.30A 43																										
1 W & TH 1.30A 44																										
1 FRI. 2.00A 45																										
2 MON. 1.30A 43																										
2 TUE. 1.30A 28																										
2 WED. 1.50A 43																										
2 THU. 1.10A 43																										
2 FRI. 2.36A 29																										
1.00 - 1.30				A	1.3	9	109	917^	780^	257v	780^	202v	321v	422v	220v	358v	137v	LT	137v	137v	100v	LT	LT	LT	LT	LT
1.30 - 2.00				A	1.5	13	126	1071	595	246^	698	269^	404^	317^	167^	294^	373^	174^	270^	207^	135^	95v	LT	LT	LT	LT
2.00 - 2.30				A	1.4	14	117	966	453^	103v	496	154^	290^	265^	162^	188^	470^	180^	316^	196^	213^	145^	LT	LT	LT	LT
2.30 - 3.00				A	1.4	15	117	1060	205v	LT	308^	197v	222v	59v	LT	86v	598^	393^	547^	257^	179v	51v	154v	LT	LT	LT
SATURDAY NIGHT	2	196	202	A	7.3	24	612	1462	504	195	572	301	449	388	207	95^	646	371	523	435	193	101^	234	145^	10v	10v
1 SAT. 11.30P 78 NBC GV		98	99	B	7.3	24	612	1462	504	195	572	301	449	388	207	95	646	371	523	435	193	101	234	145	10	10
2 SAT. 12.00M 79																										
11.30 - 12.00				A	9.0	24	754	1259	460	211^	491	177^	330	344	217^	147^	584	285^	430	384	180^	119^	142^	77v	42v	42v
12.00 - 12.30				A	7.8	25	654	1460	502	202	552	289	435	359	206	98^	694	366	559	474	248	110^	214	123^	LT	LT
12.30 - 1.00				A	6.4	24	536	1562	591	202^	701	441	592	474	195^	75^	549	389	454	362	98^	84^	312	205^	LT	LT
1.00 - 1.30				A	5.5	23	461	1640	355^	88v	468^	250^	387^	354^	218^	LT	844	557	799	606	242^	45v	328^	233^	LT	LT
TONIGHT SHOW	8	205	206	A	6.1	21	511	1384	660	235	714	242	418	368	360	256	581	260	392	292	226	175	49^	34^	40^	30^
1 M-F 11.30P 60 NBC GV		99	99	B	6.1	21	511	1384	660	235	714	242	418	368	360	256	581	260	392	292	226	175	49	34	40	30
2 TUE. 11.30P 60																										
2 WED. 11.50P 60																										
2 FRI. 12.06A 60																										
11.30 - 12.00				A	7.0	21	587	1399	683	227	714	229	405	361	365	274	597	251	386	276	226	197	55^	42^	33^	27^
12.00 - 12.30				A	5.6	21	469	1313	641	239	705	236	414	371	363	249	542	252	375	279	212	152	43^	28v	23v	22v
12.30 - 1.00				A	5.4	23	453	1419	571	212^	670	308	462	329	286	180^	609	273	422	365	261	187^	34v	LT	106^	49v
1.00 - 1.30				A	5.6	25	469	1224	429^	248^	493	346^	467^	376^	147^	LT	514	417^	417^	334^	97v	97v	49v	LT	168^	119v
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			199	A	7.1	19	595	1545	824	390	1028	541	743	448	312^	220^	181^	52v	72v	97v	64v	84v	187^	124^	149^	118^
2 WED. 4.30P 60 ABC FV			99																							
4.30 - 5.00				A	6.5	18	545	1552	868	408^	1093	585	809	477	310^	213^	165^	41v	58v	87v	65v	78v	158^	89v	136^	105v
5.00 - 5.30				A	7.6	19	637	1545	791	377	980	509	696	431	315^	224^	190^	60v	82v	102^	61v	88v	213^	153^	162^	131^
ABC DAYTIME NEWSBRIEF-M-F	10	180	179	A	7.4	26	620	1379	920	245	1015	500	775	578	432	195	230	129	149	108	76^	66^	56^	56^	78^	15v
M-F 1.57P 2 ABC N		94	94	B	7.4	26	620	1379	920	245	1015	500	775	578	432	195	230	129	149	108	76	66	56	56	78	15
ABC WORLD NEWS-MORN-645A	10	156	155	A	1.7	16	142	1296	520	211^	619	133^	422	416	451	148^	507	197^	388^	332^	296^	119^	99v	85v	71v	63v
M-F 6.45A 15 ABC N		90	88	B	1.7	16	142	1296	520	211	619	133	422	416	451	148	507	197	388	332	296	119	99	85	71	63
ALL MY CHILDREN	10	208	205	A	7.9	28	662	1397	894	251	1006	527	785	573	401	177	254	162	178	114	66^	60^	56^	56^	81^	16v
M-F 1.00P 60 ABC DD		99	99	B	7.9	28	662	1397	894	251	1006	527	785	573	401	177	254	162	178	114	66	60	56	56	81	16
1.00 - 1.30				A	7.3	27	612	1397	880	256	1003	539	790	568	392	169	259	170	184	116	62^	58^	54^	54^	81^	15v
1.30 - 2.00				A	8.4	30	704	1395	915	240	1012	519	783	581	412	184	247	156	170	112	65^	59^	56^	56^	80^	18v
AMER. LEAGUE CHAMP GM 1(S)			207	A	10.0	27	838	1344	444	126^	477	94^	181^	172^	191^	266^	750	164^	300	324	349	379	33v	21v	84^	75^
2 WED. 3.00P 213 NBC SE			99																							
3.00 - 3.30				A	5.8	19	486	1193	518	95v	545	138^	240^	236^	198^	282^	648	150^	291^	289^	269^	320^	LT	LT	LT	LT
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																															
AMER. LEAGUE CHAMP-CONT'D																															
3.30 - 4.00									A	6.9	21	578	1216	482	116^	506	81v	216^	198^	220^	272^	710	138^	291^	290^	296^	380^	LT	LT	LT	LT
4.00 - 4.30									A	8.3	25	696	1318	458	118^	486	87^	163^	148^	202^	295^	684	147^	278^	262^	291^	370	19v	19v	129^	110^
4.30 - 5.00									A	9.9	28	830	1288	403	138^	437	94^	142^	129^	169^	276^	694	163^	260^	276^	298	367	48v	30v	109^	109^
5.00 - 5.30									A	11.4	29	955	1385	372	114^	414	79^	137^	118^	137^	257	755	143^	262	330	363	399	74^	42v	142^	117^
5.30 - 6.00									A	13.1	31	1098	1386	403	126^	445	101^	182^	148^	156^	245	758	161^	300	339	373	384	64^	39v	119^	108^
6.00 - 6.30									A	14.6	32	1223	1428	481	145^	510	86^	206	230	249	242	886	222	389	408	442	393	LT	LT	32v	32v
ANOTHER WORLD						8	201	200	A	5.1	19	427	1143	834	105^	951	274	454	428	356	460	156	73^	82^	49^	34^	72^	26v	19v	LT	LT
	1 M-F	2.00P	60	NBC	DD		99	99	B	5.1	19	427	1143	834	105	951	274	454	428	356	460	156	73	82	49	34	72	26	19	LT	LT
	2 MTUTH	2.00P	60																												
2.00 - 2.30									A	5.2	19	436	1126	826	106^	938	268	441	412	349	457	155	66^	78^	46^	38^	75^	23v	16v	LT	LT
2.30 - 3.00									A	5.0	19	419	1138	831	100^	950	274	459	431	356	461	152	74^	83^	52^	33v	67^	26v	21v	LT	LT
ANOTHER WORLD(B)								155	A	4.0	15	335	934	806	68v	875	203^	367	344	271^	472	48v	15v	15v	LT	LT	33v	LT	LT	LT	LT
	2 W & F	2.00P	60	NBC	DD			79																							
2.00 - 2.30									A	4.3	16	360	908	828	61v	875	206^	377	355	280^	467	33v	LT	LT	LT	LT	33v	LT	LT	LT	LT
2.30 - 3.00									A	3.7	14	310	948	770	74v	867	200^	348^	322^	255^	477	54v	28v	28v	LT	LT	26v	27v	LT	LT	LT
AS THE WORLD TURNS						10	201	201	A	7.0	25	587	1298	922	195	993	287	460	428	403	475	215	66^	101	70^	88^	109	33^	17v	57^	14v
	M-F	1.30P	60	CBS	DD		99	99	B	7.0	25	587	1298	922	195	993	287	460	428	403	475	215	66	101	70	88	109	33	17	57	14
1.30 - 2.00									A	6.9	24	578	1303	920	204	991	277	452	420	413	482	219	67^	102	73^	91^	112	28^	14v	65^	13v
2.00 - 2.30									A	7.1	26	595	1277	918	181	990	298	461	430	384	469	203	58^	93^	62^	83^	106	35^	18v	49^	15v
BENSON DAYTIME						10	176	180	A	3.1	15	260	1200	615	146^	723	380	515	416	262	150^	324	162^	223	130^	108^	97^	80^	27v	73^	LT
	1 MON.	11.07A	23	ABC	CS		90	90	B	3.1	15	260	1200	615	146	723	380	515	416	262	150	324	162	223	130	108	97	80	27	73	LT
	1 TU-F	11.00A	30																												
	2 M-F	11.00A	30																												
CAPITOL						10	194	193	A	5.3	20	444	1277	932	209	1000	339	495	412	362	464	179	57^	70^	32v	67^	106^	58^	43^	40^	11v
	M-F	2.30P	30	CBS	DD		96	96	B	5.3	20	444	1277	932	209	1000	339	495	412	362	464	179	57	70	32	67	106	58	43	40	11
CBS EARLY MORNING NEWS						10	133	133	A	1.2	16	101	1010	455^	128v	574	158^	307^	208^	189^	257^	396^	79v	188^	158^	208^	198^	LT	LT	LT	LT
	M-F	6.30A	30	CBS	N		89	89	B	1.2	16	101	1010	455	128	574	158	307	208	189	257	396	79	188	158	208	198	LT	LT	LT	LT
CBS MORNING NEWS 1						10	190	194	A	3.6	20	302	1311	633	126^	656	89^	218	226	287	395	532	105^	228	258	281	261	20v	LT	103^	83^
	M-F	7.30A	30	CBS	N		96	99	B	3.6	20	302	1311	633	126	656	89	218	226	287	395	532	105	228	258	281	261	20	LT	103	83
CBS MORNING NEWS 2						10	192	194	A	3.7	20	310	1161	696	118^	716	148^	242	232	310	413	403	113^	197	236	200	151^	16v	LT	26v	19v
	M-F	8.30A	30	CBS	N		99	99	B	3.7	20	310	1161	696	118	716	148	242	232	310	413	403	113	197	236	200	151	16	LT	26	19
DAYS OF OUR LIVES						8	207	207	A	6.3	23	528	1210	785	118	905	286	449	429	337	404	242	74^	115	93^	94^	111	21v	13v	42^	19v
	1 M-F	1.00P	60	NBC	DD		99	99	B	6.3	23	528	1210	785	118	905	286	449	429	337	404	242	74	115	93	94	111	21	13	42	19
	2 MTUTH	1.00P	60																												
1.00 - 1.30									A	6.1	22	511	1180	766	113	889	279	430	411	323	409	238	66^	106^	88^	98^	117	19v	11v	34^	16v
1.30 - 2.00									A	6.5	23	545	1215	797	121	910	289	461	441	345	398	239	73^	118	96^	94^	106	22v	15v	44^	19v
DAYS OF OUR LIVES(B)								173	A	5.1	18	427	1150	843	129^	930	279	437	373	339	450	171^	122^	126^	30v	40v	33v	LT	LT	49v	19v
	2 W & F	1.00P	60	NBC	DD			84																							
1.00 - 1.30									A	5.0	18	419	1122	819	151^	917	284	435	358	341	440	157^	119^	119^	27v	38v	23v	LT	LT	48v	20v
1.30 - 2.00									A	5.2	19	436	1158	854	101^	928	266	431	377	332	459	180^	122^	131^	31v	41v	40v	LT	LT	50v	18v
DIFF'RENT STROKES M-F						10	143	143	A	3.2	16	268	1399	653	149^	746	317	481	347	291	231	302	130^	179^	168^	132^	89^	101^	86^	250	64^
	M-F	10.00A	30	NBC	CS		83	83	B	3.2	16	268	1399	653	149	746	317	481	347	291	231	302	130	179	168	132	89	101	86	250	64
DREAM HOUSE						10	186	178	A	4.4	21	369	1198	686	132^	773	199	318	311	316	404	247	70^	109^	111^	95^	125^	40^	40^	138^	40^
	M-F	11.30A	30	NBC	QG		94	93	B	4.4	21	369	1198	686	132	773	199	318	311	316	404	247	70	109	111	95	125	40	40	138	40

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	HH SHARE %	HH AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
EDGE OF NIGHT	10	122	123	A	3.0	10	251	1359	697	207^	953	439	614	400	355	310	211^	40v	108^	97^	136^	99^	99^	63^	96^	24v
M-F 4.00P 30 ABC DD		70	70	B	3.0	10	251	1359	697	207	953	439	614	400	355	310	211	40	108	97	136	99	99	63	96	24
FACTS OF LIFE M-F	5	145		A	2.9	12	243	1342	555	124^	729	214^	375^	399^	320^	276^	407^	177^	243^	205^	98v	144^	78v	70v	128^	63v
1 M-F 12.00N 30 NBC CS		72		B	2.9	12	243	1342	555	124	729	214	375	399	320	276	407	177	243	205	98	144	78	70	128	63
FAMILY FEUD	10	170	171	A	3.7	16	310	1235	728	90^	819	252	451	412	383	333	300	122^	154^	103^	116^	139^	55^	55^	61^	LT
M-F 12.00N 30 ABC QP		85	85	B	3.7	16	310	1235	728	90	819	252	451	412	383	333	300	122	154	103	116	139	55	55	61	LT
FANTASY	8	135	136	A	2.6	9	218	1252	756	73^	816	253^	427	389	343	353	248^	88^	124^	91^	91^	115^	73^	73^	115^	73^
1 M-F 3.00P 60 NBC QG		73	74	B	2.6	9	218	1252	756	73	816	253	427	389	343	353	248	88	124	91	91	115	73	73	115	73
2 MTUTH 3.00P 60																										
3.00 - 3.30				A	2.5	9	210	1167	748	76^	800	257^	424	394	330	334	219^	91^	110^	85^	76^	91^	57v	57v	91^	63v
3.30 - 4.00				A	2.8	9	235	1238	722	64^	782	234^	400	358	332	352	252	77^	124^	85^	98^	128^	81^	81^	123^	76^
GENERAL HOSPITAL	10	206	202	A	9.8	33	821	1386	755	201	913	457	672	498	366	191	231	123	151	89	78	66^	162	131	80	51^
M-F 3.00P 60 ABC DD		99	99	B	9.8	33	821	1386	755	201	913	457	672	498	366	191	231	123	151	89	78	66	162	131	80	51
3.00 - 3.30				A	9.5	33	796	1368	760	202	913	459	675	502	368	189	230	128	150	85	70^	66^	148	122	77	49^
3.30 - 4.00				A	10.1	32	8[illegible]5	1382	746	198	907	453	666	492	362	190	222	116	146	87	80	63^	173	140	80	49^
GO	5		145	A	2.2	10	134	1152	696	261^	843	173^	315^	310^	364^	430^	222^	48v	80v	54v	70v	142v	LT	LT	87v	33v
2 M-F 12.00N 30 NBC QG			71	B	2.2	10	134	1152	696	261	843	173	315	310	364	430	222	48	80	54	70	142	LT	LT	87	33
GOOD MORNING, AMERICA-730	10	199	204	A	4.1	23	344	1299	787	203	790	253	473	508	392	256	430	83^	200	218	239	186	33v	LT	46^	35v
M-F 7.30A 30 ABC N		96	99	B	4.1	23	344	1299	787	203	790	253	473	508	392	256	430	83	200	218	239	186	33	LT	46	35
GOOD MORNING, AMERICA-830	10	199	202	A	4.7	25	394	1195	807	188	832	261	472	458	401	310	330	74^	135^	107^	152	175	LT	LT	28v	LT
M-F 8.30A 30 ABC N		98	99	B	4.7	25	394	1195	807	188	832	261	472	458	401	310	330	74	135	107	152	175	LT	LT	28	LT
GUIDING LIGHT	10	203	201	A	6.8	23	570	1382	916	201	1014	318	492	422	387	476	171	61^	73^	40^	65^	97^	142	89^	55^	17v
M-F 3.00P 60 CBS DD		99	99	B	6.8	23	570	1382	916	201	1014	318	492	422	387	476	171	61	73	40	65	97	142	89	55	17
3.00 - 3.30				A	6.6	23	553	1373	935	204	1033	331	500	432	379	488	168	56^	67^	35^	64^	101^	122	77^	50^	13v
3.30 - 4.00				A	7.0	23	587	1382	897	196	996	302	483	412	400	467	171	65^	77^	39^	64^	92^	157	99	58^	23v
LOVING	10	202	203	A	3.3	16	277	1166	765	216	859	389	592	455	369	220	198^	97^	97^	57^	43v	94^	51v	51v	58^	LT
M-F 11.30A 30 ABC DD		97	97	B	3.3	16	277	1166	765	216	859	389	592	455	369	220	198	97	97	57	43	94	51	51	58	LT
NAT'L LEAGUE CHAMP GM 3(S)			209	A	10.3	28	863	1182	350	74^	360	80^	121^	116^	119^	217^	720	189^	291	294	249^	358	59v	14v	43v	39v
2 FRI. 3.00P 210 NBC SE			99																							
3.00 - 3.30				A	6.2	21	520	1187	412^	37v	448	119^	182^	156^	119^	242^	639	237^	334^	233^	97v	305^	100v	LT	LT	LT
3.30 - 4.00				A	7.1	22	595	1187	380^	51v	410	66v	131^	97v	115^	279^	680	156^	258^	262^	211^	378^	97v	LT	LT	LT
4.00 - 4.30				A	9.6	30	804	1239	346	71v	357	69v	120^	119^	132^	221^	726	149^	260^	286^	264^	394	77^	49v	79^	70v
4.30 - 5.00				A	11.3	31	947	1155	315	58v	315	73^	99^	105^	100^	198^	734	160^	275	302	280	375	70^	46v	36v	36v
5.00 - 5.30				A	11.6	30	972	1169	328	81^	328	75^	114^	107^	102^	198^	727	163^	250	304	284	367	50v	LT	64^	53v
5.30 - 6.00				A	13.0	32	1089	1162	337	105^	349	78^	125^	129^	136^	192^	725	194^	294	304	277	352	33v	LT	55^	55^
6.00 - 6.30				A	13.0	29	1089	1208	379	86^	379	86^	114^	111^	133^	237	766	257	357	318	251	343	26v	LT	37v	25v
NBC NEWS AT SUNRISE	10	171	172	A	1.3	13	109	1404	596	266^	697	183^	349^	432^	285^	265^	522	109v	257^	304^	231^	210^	LT	LT	157^	157^
M-F 6.30A 30 NBC N		90	91	B	1.3	13	109	1404	596	266	697	183	349	432	285	265	522	109	257	304	231	210	LT	LT	157	157
NBC SPECIAL TREAT(S)		127		A	2.2	6	184	1359	539^	LT	604^	76v	305v	348^	403^	256v	320v	146v	184v	38v	49v	136v	245v	147v	190v	114v
1 TUE. 4.00P 60 NBC FV		77																								
4.00 - 4.30				A	2.3	7	193	1373	554^	LT	642^	82v	316^	353^	415^	289v	248v	123v	123v	LT	LT	125v	291v	171v	192v	124v
4.30 - 5.00				A	2.1	6	176	1301^	510^	LT	550^	67v	283v	334v	382^	216v	386^	164v	245v	81v	97v	141v	183v	114v	182v	102v
NEWSBREAK-11.57	10	180	181	A	6.4	29	536	1246	727	113	810	232	360	334	315	400	330	94^	140	114	120	175	24v	24v	82^	17v
M-F 11.57A 2 CBS N		90	91	B	6.4	29	536	1246	727	113	810	232	360	334	315	400	330	94	140	114	120	175	24	24	82	17

KEY. A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
NEWSBREAK-3.57	10	185	185	A	5.3	17	444	1354	893	203	995	310	490	398	399	458	171	68^	79^	32v	72^	90^	136	93^	52^	12v
M-F 3.57P 2 CBS N		94	94	B	5.3	17	444	1354	893	203	995	310	490	398	399	458	171	68	79	32	72	90	136	93	52	12
ONE LIFE TO LIVE	10	205	203	A	7.5	28	629	1350	817	227	949	474	737	562	384	178	248	127	162	116	85^	65^	94	75^	59^	21v
M-F 2.00P 60 ABC DD		99	99	B	7.5	28	629	1350	817	227	949	474	737	562	384	178	248	127	162	116	85	65	94	75	59	21
2.00 - 2.30				A	7.4	27	620	1358	829	238	949	478	737	565	380	178	262	131	175	133	95	64^	84^	67^	63^	20v
2.30 - 3.00				A	7.7	29	645	1327	800	205	936	464	728	550	382	177	231	120	148	101	74^	65^	102	81^	58^	25^
PRESS YOUR LUCK	14	154	154	A	3.4	17	285	1295	673	98^	729	175^	288	264	306	413	316	88^	152^	137^	105^	164^	21v	21v	229	60^
1 TU-F 10.30A 30 CBS QP		81	81	B	3.4	17	285	1262	660	130	731	197	313	262	322	397	350	115	185	137	114	165	20	LT	161	47
2 M-F 10.30A 30																										
PRICE IS RIGHT 1	10	205	204	A	5.8	29	486	1224	731	74^	782	196	352	331	312	385	337	78^	129	136	122	185	10v	10v	95^	14v
1 MON. 11.02A 28 CBS AP		99	99	B	5.8	29	486	1224	731	74	782	196	352	331	312	385	337	78	129	136	122	185	10	10	95	14
1 TU-F 11.00A 30																										
2 M-F 11.00A 30																										
PRICE IS RIGHT 2	10	205	205	A	7.7	36	645	1217	711	91	764	177	326	323	312	396	362	95	148	128	137	195	15v	15v	76^	13v
M-F 11.30A 30 CBS AP		99	99	B	7.7	36	645	1217	711	91	764	177	326	323	312	396	362	95	148	128	137	195	15	15	76	13
RYAN'S HOPE	10	175	178	A	4.3	18	360	1347	865	274	999	526	777	578	371	183	217	123^	134^	66^	42^	78^	56^	56^	75^	LT
M-F 12.30P 30 ABC DD		94	94	B	4.3	18	360	1347	865	274	999	526	777	578	371	183	217	123	134	66	42	78	56	56	75	LT
SALE OF THE CENTURY	9	150	143	A	3.7	19	310	1368	777	110^	848	268	432	335	342	387	313	81^	128^	119^	147^	156^	46v	39v	161^	23v
1 TU-F 10.30A 30 NBC QG		85	81	B	3.7	19	310	1368	777	110	848	268	432	335	342	387	313	81	128	119	147	156	46	39	161	23
2 M-F 10.30A 30																										
SEARCH FOR TOMORROW	10	161	159	A	3.0	12	251	1215	665	107^	869	243	355	279	296	466	287	84^	104^	75^	87^	172^	LT	LT	44v	32v
M-F 12.30P 30 NBC DD		81	81	B	3.0	12	251	1215	665	107	869	243	355	279	296	466	287	84	104	75	87	172	LT	LT	44	32
TATTLETALES	10	111	109	A	2.6	8	218	1193	822	101^	859	211^	395	408	353	427	274	41v	60v	51v	124^	182^	LT	LT	56v	LT
M-F 4.00P 30 CBS QG		61	60	B	2.6	8	218	1193	822	101	859	211	395	408	353	427	274	41	60	51	124	182	LT	LT	56	LT
TODAY SHOW-7.30AM	10	206	206	A	3.3	18	277	1372	711	137^	715	122^	227	292	308	409	527	119^	241	241	238	250	47v	29v	83^	68^
M-F 7.30A 30 NBC N		99	99	B	3.3	18	277	1372	711	137	715	122	227	292	308	409	527	119	241	241	238	250	47	29	83	68
TODAY SHOW-8.30AM	10	203	206	A	3.8	20	318	1258	688	142^	713	101^	214	251	295	449	449	69^	147^	170^	204	254	61^	32v	35v	25v
M-F 8.30A 30 NBC N		98	99	B	3.8	20	318	1258	688	142	713	101	214	251	295	449	449	69	147	170	204	254	61	32	35	25
$25,000 PYRAMID	10	164	163	A	4.0	21	335	1260	745	162^	806	164^	351	343	397	415	308	99^	143^	140^	119^	159^	27v	27v	119^	36v
M-F 10.00A 30 CBS QP		86	86	B	4.0	21	335	1260	745	162	806	164	351	343	397	415	308	99	143	140	119	159	27	27	119	36
WHEEL OF FORTUNE	10	199	197	A	5.7	28	478	1123	694	144	803	196	347	325	325	425	199	53^	68^	61^	71^	127	35^	23v	86^	28v
M-F 11.00A 30 NBC QG		97	96	B	5.7	28	478	1123	694	144	803	196	347	325	325	425	199	53	68	61	71	127	35	23	86	28
YOUNG AND THE RESTLESS	10	206	206	A	7.6	32	637	1240	834	146	909	258	444	411	417	408	240	99	135	104	88^	94	28^	15v	63^	LT
M-F 12.30P 60 CBS DD		99	99	B	7.6	32	637	1240	834	146	909	258	444	411	417	408	240	99	135	104	88	94	28	15	63	LT
12.30 - 1.00				A	7.5	32	629	1240	826	134	894	245	431	407	406	407	249	103	137	108	89^	102	33^	18v	64^	8v
1.00 - 1.30				A	7.6	30	637	1246	849	152	927	268	459	419	432	412	230	95	129	97	85^	89^	25^	14v	64^	8v
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	3	181	180	A	4.5	16	377	2199	379	196^	440	204^	314	231^	132^	126^	466	312	466	279^	154^	LT	416	324	877	536
SAT. 12.00N 30 ABC FV		89	87	B	4.9	17	411	2086	407	186	444	265	369	217	117	75	399	245	384	227	154	15	380	280	863	531
ABC WIDE WORLD-SPORTS SAT	1		201	A	6.3	15	528	1803	545	390^	700	410^	541	364^	182^	130^	747	392^	548	393^	283^	146^	180^	LT	176^	72v
2 SAT. 5.00P 90 ABC SA			99	B	6.3	15	528	1803	545	390	700	410	541	364	182	130	747	392	548	393	283	146	180	LT	176	72
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ABC WIDE WORLD-SPO-CONT'D																										
5.00 - 5.30				A	5.7	15	478	1475	523	400^	691	477^	523	299^	109v	130^	640	360^	485	303^	200^	112v	40v	LT	104v	69v
5.30 - 6.00				A	6.8	17	570	2004	480	330^	624	401^	477	302^	129^	123^	797	378^	535	417	321^	180^	399^	LT	184^	60v
6.00 - 6.30				A	6.5	15	545	1850	624	439	781	356^	617	478	301^	140^	769	427	601	436	307^	137^	69v	LT	231^	86v
ALVIN AND THE CHIPMUNKS	4	198	196	A	7.5	28	629	1812	222	91^	258	105^	172^	152^	106^	55^	210	107^	134^	140^	67^	41v	382	156^	962	541
SAT. 10.30A 30 NBC CA		96	95	B	7.2	27	603	1900	296	117	325	162	251	186	114	59	211	128	152	129	51	34	342	152	1022	598
AMERICAN BANDSTAND	3	169	168	A	4.5	15	377	1424	334	202^	419	278^	363	199^	116^	56v	329	214^	329	236^	115^	LT	329	244^	347	165^
SAT. 12.30P 60 ABC PC		86	86	B	4.5	15	377	1623	389	226	513	351	455	239	125	58	323	182	271	205	133	34	343	255	444	274
12.30 - 1.00				A	4.1	14	344	1523	34[illegible]	180^	398	250^	351	209^	125^	47v	346	259^	346	224^	87^	LT	358	253^	421	187^
1.00 - 1.30				A	4.8	16	402	1353	328	224^	442	311	380	194^	109^	62v	316	179^	316	249^	137^	LT	309	239^	286^	147^
AMER. LEAGUE CHAMP GM 4(S)			204	A	13.5	39	1131	1312	329	107^	345	74^	150^	161^	157^	169^	788	252	402	382	355	306	92^	37v	87^	44v
2 SAT. 1.00P 236 NBC SE			99																							
1.00 - 1.30				A	7.9	27	662	1221	236^	58v	236^	59v	59v	98^	88v	138^	710	191^	303^	316^	358	300^	123^	15v	152^	73v
1.30 - 2.00				A	10.8	35	905	1192	257	110^	257	51v	74^	103^	107^	154^	748	197^	320	286	373	344	90^	LT	97^	42v
2.00 - 2.30				A	12.2	38	1022	1206	310	107^	310	64^	127^	148^	129^	162^	750	206^	325	323	345	332	79^	29v	67^	24v
2.30 - 3.00				A	13.5	40	1131	1221	300	84^	308	59^	120^	136^	136^	164^	756	223	356	372	340	313	70^	27v	87^	40v
3.00 - 3.30				A	15.1	44	1265	1354	306	76^	336	61^	126^	134^	137^	184	799	250	415	412	361	300	115^	68^	104^	59^
3.30 - 4.00				A	16.3	45	1366	1434	381	145^	414	97^	202	206	197	179	816	283	446	423	361	285	101^	58^	103^	65^
4.00 - 4.30				A	16.4	42	1374	1373	374	138^	402	88^	211	216	203	167^	837	312	489	433	360	286	91^	39v	43^	23v
4.30 - 5.00				A	16.2	41	1358	1387	394	121^	410	93^	196	195	201	191	823	292	455	416	342	305	77^	39v	77^	33v
ASK NBC NEWS-8:28AM	4	198	190	A	3.4	23	285	1449	257^	67v	257^	103v	103v	66v	LT	154^	71v	35v	35v	35v	LT	36v	48v	48v	1073	691
SAT. 8.28A 2 NBC CN		96	95	B	3.5	23	293	1235	162	44	161	72	72	55	LT	89	98	65	65	52	LT	33	38	38	938	558
ASK NBC NEWS-12:28PM	4	170	154	A	4.9	17	411	1847	369	261^	442	229^	351	264^	196^	52v	296	168^	168^	204^	80^	59v	395	281^	714	413
SAT. 12.28P 2 NBC CN		86	73	B	4.7	16	394	1771	328	204	379	209	286	183	149	72	265	141	152	133	70	77	323	186	804	467
BENJI,ZAX & THE-PRINCE	4	187	196	A	3.3	12	277	1736	304^	177^	354^	80v	180^	184^	218^	127^	542	448	492	386^	77v	50v	186^	65v	654	397^
SAT. 11.00A 30 CBS CA		96	98	B	3.9	14	327	1554	272	156	334	107	174	153	163	124	343	264	296	203	71	36	231	58	646	390
BEST OF SCOOBY DOO	4	181	182	A	2.5	19	210	1767	148^	62v	148^	42v	42v	28v	53v	106v	177^	87v	134v	76v	47v	43v	432^	133v	1010	625
SAT. 8.00A 30 ABC CA		93	93	B	2.7	20	226	1720	137	106	167	79	109	102	64	58	183	99	142	93	43	41	392	143	978	620
BISKITTS	4	176	175	A	3.0	22	251	1976	104v	LT	167^	75v	122^	83v	92v	33v	121^	97v	121^	121^	24v	LT	493	327^	1195	861
SAT. 8.00A 30 CBS CA		93	93	B	3.2	23	268	1824	129	50	159	50	110	91	87	44	210	119	175	147	65	35	332	157	1123	789
BUGS BUNNY/ROAD RUNNER 1	4	159	174	A	3.7	14	310	1906	359^	136^	385	82v	207^	204^	244^	130^	442	297^	358^	303^	90v	84v	414	241^	665	394
SAT. 11.30A 30 CBS CA		84	87	B	3.7	14	310	1596	320	145	360	104	199	176	204	124	313	204	241	189	72	72	268	130	655	419
BUGS BUNNY/ROAD RUNNER 2	2		178	A	4.9	17	411	1601	216^	95v	216^	42v	74v	65v	155^	109v	250^	58v	175^	175^	154^	75v	370^	114v	765	416^
2 SAT. 12.00N 30 CBS CA			88	B	5.7	20	478	1486	212	131	251	107	132	82	135	86	226	54	104	147	156	79	259	87	750	459
BUGS BUNNY/ROAD RUNNER 3	2		170	A	5.1	18	427	1489	397^	208^	397^	152^	202^	171^	128v	155^	307^	142^	249^	189^	135v	58v	309^	50v	476^	276^
2 SAT. 12.30P 30 CBS CA			85	B	5.7	20	478	1288	244	152	268	117	147	92	98	94	194	82	131	105	100	63	249	101	577	367
CAPTAIN KANGAROO-SAT	4	131	133	A	1.4	20	117	1889	333^	51v	333^	85v	248v	291^	206v	42v	308^	41v	111v	247v	206v	61v	616^	478^	632^	428^
SAT. 7.00A 60 CBS CL		83	84	B	1.2	17	101	1775	316	77	339	96	224	229	195	90	259	72	135	186	144	48	402	325	775	512
7.00 - 7.30				A	.9	17	75	1160^	121v	LT	121v	LT	121v	121v	121v	LT	360v	LT	LT	254v	254v	106v	679^	506^	LT	LT
7.30 - 8.00				A	1.8	21	151	2305	445^	73v	445^	127v	318^	385^	258^	60v	278^	60v	159v	246^	186v	32v	607^	489^	975	656^
CBS CHILDREN'S FILM FEST.	2		122	A	2.5	8	210	862^	548^	286^	548^	276v	276v	134v	162v	200v	138v	LT	LT	LT	90v	138v	LT	LT	176v	81v
2 SAT. 1.30P 30 CBS CL			62	B	2.2	7	184	1095	425	192	425	186	186	106	93	197	79	LT	LT	LT	51	79	41	41	550	241
CBS NFL TODAY	4	190	188	A	7.9	26	662	1429	334	159^	368	137^	251	253	206	77^	801	397	566	461	322	180	170^	95^	90^	42v
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	T/C THIS SEASON	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
CBS NFL TODAY-CONT'D																														
1 SUN.		12.30P	30	CBS	SC	97	97	B	7.3	24	612	1440	325	149	344	112	204	189	162	109	801	349	553	476	360	197	179	61	116	83
2 SUN.		12.30P	29																											
CBS NFL FOOTBALL GAME 1	4					204	203	A	16.8	43	1408	1585	361	154	396	135	261	254	202	114	919	387	637	558	423	217	142	53^	128	96
1 SUN.		1.00P	201	CBS	SE	99	99	B	16.4	42	1374	1532	370	162	395	132	247	231	200	130	884	349	591	519	408	235	125	42	128	101
2 SUN.		12.59P	194																											
1.00 - 1.30								A	13.1	37	1098	1593	330	138	353	126	237	225	175	103^	927	430	649	506	381	218	157	58^	156	113
1.30 - 2.00								A	16.3	43	1366	1565	331	164	360	121	254	239	189	97	961	407	698	581	447	208	129	33^	115	76^
2.00 - 2.30								A	17.5	45	1467	1636	348	159	401	136	282	268	211	106	992	417	707	599	454	224	162	59^	81	53^
2.30 - 3.00								A	16.9	43	1416	1631	359	165	417	169	306	275	204	98	919	368	626	584	444	218	163	53^	132	101
3.00 - 3.30								A	17.6	43	1475	1561	369	155	384	118	240	240	200	124	899	376	615	558	421	217	143	57^	135	106
3.30 - 4.00								A	18.2	43	1525	1612	379	142	408	121	234	245	210	143	906	380	607	540	416	232	136	55^	162	130
4.00 - 4.30								A	16.1	37	1349	1443	439	115	454	116	223	242	231	187	768	310	514	495	374	191	112	65^	109	96
CBS NFL FOOTBALL GAME 2	3						194	A	19.0	40	1592	1567	468	180	525	188	289	252	202	204	848	346	560	471	369	245	74^	26v	120^	89^
2 SUN.		3.59P	199	CBS	SE		93	B	15.9	34	1332	1587	462	188	512	171	285	252	221	198	878	341	559	512	397	261	71	23	126	103
4.00 - 4.30								A	10.8	25	905	1549	455	171^	468	228^	313	270	142^	133^	878	358	581	502	362	260	121^	50v	82^	51v
4.30 - 5.00								A	10.6	25	888	1490	460	140^	471	231^	291	238^	127^	164^	830	319	537	472	352	261	109^	36v	80^	65v
5.00 - 5.30								A	12.8	29	1073	1584	414	117^	441	173^	293	254	174^	133^	898	369	607	517	371	261	125^	62^	120^	110^
5.30 - 6.00								A	12.4	28	1039	1620	426	136^	457	169^	281	256	170^	155^	889	351	593	505	382	264	106^	52v	168^	145^
6.00 - 6.30								A	14.0	28	1173	1652	448	180^	481	160^	294	262	190^	174^	870	348	556	490	405	271	93^	40v	208	135^
6.30 - 7.00								A	16.1	30	1349	1549	448	205	498	184	306	238	193	178	820	333	525	453	397	245	91^	49^	140^	100^
7.00 - 7.30								A	21.2	38	1777	1527	468	212	539	174	290	258	224	203	794	330	513	398	345	237	74^	19v	120^	83^
7.30 - 8.00								A	23.4	40	1961	1566	484	220	552	170	279	244	242	226	830	321	506	422	371	255	61^	LT	123	90^
8.00 - 8.30								A	23.7	39	1986	1512	566	226	631	224	315	268	230	271	714	310	454	363	283	225	60^	14v	107^	92^
CBS NFL POST	2					197		A	11.9	28	997	1221	418	135^	418	81^	141^	181^	186^	229^	686	296	470	442	323	145^	34v	LT	83^	83^
1 SUN.		4.31P	19	CBS	SC	92		B	13.4	30	1123	1348	469	176	493	121	206	225	209	239	710	271	451	445	334	183	51	9	94	90
CBS SPORTS SPECIAL(S)						179		A	2.9	8	243	1449	708^	321^	758^	268^	371^	288^	276^	313^	527^	206v	350^	279^	152v	177v	102v	LT	62v	LT
1 SAT.		4.12P	108	CBS	SE	94																								
4.00 - 4.30								A	3.2	10	268	1119	358^	153v	384^	134v	205v	134v	165v	149v	630^	384^	496^	320^	153v	134v	56v	LT	49v	LT
4.30 - 5.00								A	2.6	8	218	1220	583^	344^	624^	155v	252v	266v	308^	239v	490^	183v	334^	256v	151v	156v	55v	LT	51v	LT
5.00 - 5.30								A	2.6	7	218	1674	779^	312^	839^	320^	444^	339^	266v	335^	549^	132v	306^	279^	174v	243v	216v	LT	70v	LT
5.30 - 6.00								A	3.4	9	285	1561	933	393^	978	381^	488^	347^	309^	428^	446^	162v	292^	264^	130v	154v	70v	LT	67v	LT
CHARLIE BROWN&SNOOPY SHOW	4					197	200	A	5.2	20	436	1839	324	201^	383	142^	239^	193^	174^	111^	277	171^	241^	203^	88^	36v	392	131^	787	524
SAT.		10.30A	30	CBS	CA	99	99	B	5.7	21	478	1689	277	135	331	165	214	154	115	93	277	167	233	181	90	34	308	77	773	488
DUKES	4					197	198	A	3.7	14	310	1716	281^	162^	359^	121^	169^	132^	133^	153^	204^	80v	161^	139^	98^	43v	347^	67v	806	478
SAT.		10.00A	30	CBS	CA	99	99	B	4.2	16	352	1629	229	121	272	102	138	105	105	118	222	106	174	145	91	40	297	48	838	516
DUNGEONS AND DRAGONS	4					198	197	A	5.1	21	427	1960	232^	120^	349	149^	174^	122^	68v	155^	333	229^	313	174^	84^	20v	428	134^	850	539
SAT.		9.30A	30	CBS	CA	99	99	B	5.7	23	478	1919	210	97	269	113	140	112	86	121	290	196	265	171	80	15	428	87	932	621
FACE THE NATION	4					120	121	A	2.7	10	226	1142	488^	240^	493^	182^	311^	344^	266^	130v	406^	132^	220^	266^	274^	128v	39v	39v	204^	67v
1 SUN.		11.30A	30	CBS	CC	84	75	B	3.0	11	251	1173	463	193	494	160	245	240	232	215	509	142	283	312	338	191	54	45	116	34
2 SUN.		10.30A	30																											
FLINTSTONE FUNNIES	4					198	190	A	2.7	20	226	1491	297^	71v	297^	111v	111v	84v	LT	186^	70v	40v	40v	40v	LT	30v	39v	39v	1085	681
SAT.		8.00A	30	NBC	CA	96	95	B	2.9	21	243	1289	166	40	166	67	67	54	LT	99	115	82	82	60	19	33	48	34	960	591
IN THE NEWS- 8.26AM	4					176	175	A	3.7	25	310	2084	97^	16v	152^	71v	108^	88v	81v	27v	169^	129^	169^	169^	40v	LT	499	355^	1264	891
SAT.		8.26A	3	CBS	CN	93	93	B	3.7	25	310	1844	105	38	131	46	89	78	70	35	208	134	182	160	59	26	351	183	1154	807

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

WEEKEND DAYTIME CONT'D

PROGRAM NAME / WK # DAY START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
IN THE NEWS- 9.56AM				4	198	197	A	4.3	17	360	1781	241^	130^	352	144^	179^	129^	78v	158^	313^	219^	297^	164^	78v	16v	354	106^	762	448
SAT. 9.56A	3	CBS	CN		99	99	B	4.9	19	411	1762	212	94	266	109	137	105	88	124	273	193	252	162	71	13	385	73	838	525
IN THE NEWS-10.26AM				4	197	198	A	4.0	15	335	1725	288^	162^	362	126^	188^	157^	148^	133^	214^	99^	169^	136^	86v	45v	411	80v	738	436
SAT. 10.26A	3	CBS	CN		99	99	B	4.4	17	369	1691	257	133	301	122	171	123	120	112	232	117	186	145	91	41	330	53	828	508
IN THE NEWS-12.56PM				2		170	A	4.8	17	402	1485	398^	227^	398^	171^	229^	185^	140v	123v	314^	144v	256^	196^	140v	58v	266^	LT	507^	299^
2 SAT. 12.56P	3	CBS	CN			85	B	5.2	18	436	1262	245	164	269	130	157	96	100	81	209	89	141	113	106	68	215	62	569	389
IN THE NEWS- 1.26PM				2		157	A	3.7	12	310	1603	610^	420^	610^	342^	435^	325^	189v	79v	297^	175v	258^	200^	122v	39v	57v	LT	639^	375^
2 SAT. 1.26P	3	CBS	CN			83	B	4.0	13	335	1222	399	267	426	266	310	153	89	71	139	82	121	93	57	18	27	LT	630	306
IN THE NEWS-10.56AM				4	197	200	A	4.4	16	369	1702	339	214^	395	148^	238^	186^	177^	126^	305^	174^	252^	230^	109^	53v	303^	84^	699	452
SAT. 10.56A	3	CBS	CN		99	99	B	5.1	19	427	1540	273	146	325	165	211	150	120	89	283	166	231	190	94	41	247	59	685	421
IN THE NEWS-11.26AM				4	187	196	A	3.1	11	260	1650	344^	186^	386^	74v	202^	197^	250^	143^	500	404^	455	343^	81v	45v	217^	91v	547	343^
SAT. 11.26A	3	CBS	CN		96	98	B	3.4	12	285	1462	298	157	351	107	178	154	172	139	331	264	293	186	60	27	207	65	573	352
LITTLES				4	199	199	A	5.3	20	444	1912	320	171^	445	325	430	241^	120^	LT	176^	77^	176^	139^	99^	LT	446	299	845	468
SAT. 10.30A	30	ABC	CA		99	99	B	5.4	20	453	1826	263	158	334	208	287	188	126	40	128	61	108	67	56	20	391	216	973	578
MEET THE PRESS				2	128	144	A	1.6	6	134	1157	261^	45v	261^	LT	LT	LT	LT	261^	844^	322^	478^	478^	298^	366^	52v	LT	LT	LT
SUN. 12.00N	30	NBC	CC		80	86	B	1.6	6	134	1157	261	45	261	LT	LT	LT	LT	261	844	322	478	478	298	366	52	LT	LT	LT
MENUDO-8:25AM				4	181	182	A	2.3	16	193	1699	124v	52v	124v	35v	35v	LT	36v	89v	172^	84v	145v	87v	61v	27v	362^	130v	1041	659
SAT. 8.25A	4	ABC	CN		93	93	B	2.8	19	235	1743	109	89	141	82	94	87	38	47	198	122	169	96	47	29	348	133	1056	676
MENUDO-10:25AM				4	197	198	A	5.7	22	478	2038	178^	104^	310	222^	293	168^	88^	LT	173^	77^	159^	118^	82^	14v	469	284	1086	715
SAT. 10.25A	4	ABC	CN		99	99	B	6.0	22	503	1829	167	122	243	167	209	138	76	23	119	69	108	74	42	11	398	229	1069	691
MR. T				4	200	181	A	7.8	29	654	1791	206	117^	303	177^	211	118^	67^	70^	108^	65^	65^	65^	21v	43v	385	192	995	544
SAT. 11.00A	30	NBC	CA		97	86	B	7.9	29	662	2043	342	135	400	223	325	206	130	65	233	124	165	132	78	60	416	211	994	547
MONCHHICHIS				4	195	196	A	4.4	20	369	1707	130^	89^	251^	186^	198^	79v	44v	53v	106^	LT	79v	79v	67v	27v	241^	57v	1109	735
SAT. 9.00A	30	ABC	CA		98	98	B	4.7	21	394	1612	103	67	179	103	143	82	64	36	103	37	69	69	53	34	244	83	1086	723
NBC MAJOR LEAGUE BASEBALL				23	187		A	5.2	14	436	1450	488^	188^	495^	113v	220^	209^	177^	263^	634	217^	260^	237^	198^	286^	85v	27v	236^	198^
1 SAT. 4.18P	159	NBC	SE		95		B	5.8	19	486																			
4.00 - 4.30							A	3.7	11	310	1452	413^	LT	413^	LT	120v	149v	194^	264^	704^	401^	401^	114v	116v	232^	93v	LT	242^	168v
4.30 - 5.00							A	4.3	13	360	1128	356^	31v	356^	31v	88v	109v	110v	247^	564^	247^	247^	207^	127v	247^	42v	LT	166^	136v
5.00 - 5.30							A	4.8	13	402	1677	510^	246^	510^	138v	255^	255^	129v	255^	631	178^	232^	231^	222^	317^	82v	29v	454^	405^
5.30 - 6.00							A	5.6	14	469	1618	697	299^	697	213^	414^	335^	236^	283^	612	209^	241^	227^	155^	285^	85v	30v	224^	173^
6.00 - 6.30							A	5.9	14	494	1455	424^	198^	434^	112v	172^	171^	178^	242^	708	228^	317^	301^	268^	288^	127^	54v	186^	149^
6.30 - 7.00							A	5.9	14	494	1415	460^	189^	478	95v	174^	174^	199^	290^	648	193^	217^	245^	216^	324^	70v	26v	219^	182^
7.00 - 7.30							A	2.1	5	176	1358	579^	341^	579^	28v	341^	341^	438^	238v	460^	LT	278v	353^	330v	107v	LT	LT	319v	319v
NBC SPORTS-30 ROCK				23	187		A	3.3	10	277	1838	361^	33v	361^	32v	114v	119v	152v	210v	845	502^	502^	165v	152v	235^	158v	LT	474^	354^
1 SAT. 4.00P	18	NBC	SC		95		B	4.3	15	360																			
NCAA FOOTBALL PRE				3	206		A	3.7	12	310	1403	239^	97v	268^	171v	171v	72v	42v	97v	916	512^	638^	310^	233^	278^	155v	155v	64v	42v
1 SAT. 3.30P	14	ABC	SC		99		B	4.7	16	394	1301	276	92	281	102	155	126	105	121	658	320	414	312	230	202	136	72	226	137
NCAA FOOTBALL GAME				3	207		A	8.2	22	687	1380	261^	106^	307^	82v	149^	147^	133^	136^	884	373	500	458	356	308^	172^	74v	17v	8v
1 SAT. 3.44P	212	ABC	SE		99		B	8.2	23	687	1301	306	125	324	96	168	174	143	133	777	278	428	416	342	279	106	50	94	59
3.30 - 4.00							A	4.7	15	394	1434	239^	110v	239^	89v	89v	56v	63v	150v	1027	568^	677	294^	267^	350^	114v	114v	54v	35v
4.00 - 4.30							A	7.5	23	629	1509	232^	138^	282^	79v	133^	122^	122^	125^	976	428	549	427	415	327^	200^	127^	51v	10v
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NCAA FOOTBALL GAME-CONT'D																										
4.30 - 5.00				A	8.7	26	729	1464	240^	67v	273^	72v	132^	136^	121^	119^	950	375	490	435	445	351	199^	113^	42v	17v
5.00 - 5.30				A	8.7	24	729	1431	253^	86^	281^	65v	116^	120^	116^	146^	894	376	486	458	361	314^	239^	76v	17v	17v
5.30 - 6.00				A	9.0	23	754	1265	233^	78v	262^	58v	121^	123^	117^	124^	809	350	457	429	317	279^	194^	78v	LT	LT
6.00 - 6.30				A	8.6	21	721	1298	274^	122^	354	114^	172^	163^	140^	152^	809	366	469	482	284^	276^	135^	45v	LT	LT
6.30 - 7.00				A	8.1	19	679	1265	245^	127^	323^	90^	179^	172^	144^	124^	822	322^	478	500	323^	285^	120^	33v	LT	LT
7.00 - 7.30				A	9.0	20	754	1503	458	164^	493	117^	262^	266^	259^	191^	912	324	559	583	402	308	94^	LT	LT	LT
NCAA TODAY-CBS	4	195	189	A	4.8	15	402	1672	281^	172^	359	137^	165^	187^	127^	172^	772	329	490	431	301	259^	205^	39v	336	202^
1 SAT. 12.00N 30 CBS SC		98	98	B	4.2	14	352	1604	348	195	398	191	231	215	119	149	723	290	454	385	300	232	143	29	340	179
2 SAT. 3.30P 12																										
NCAA FOOTBALL-CBS	4	198	198	A	8.7	24	729	1443	332	106^	364	64^	163	162^	171	176	832	249	415	400	396	339	181	113^	66^	34v
1 SAT. 12.30P 205 CBS SE		98	99	B	8.7	25	729	1402	356	154	394	100	192	177	168	182	788	235	415	390	370	312	129	76	91	56
2 SAT. 3.42P 213																										
12.30 - 1.00				A	6.3	20	528	1468	203^	80v	299^	68v	83v	103v	98v	196^	800	291^	422^	325^	327^	329^	171^	LT	198^	101v
1.00 - 1.30				A	8.0	26	670	1712	319^	104^	401	96^	185^	217^	154^	184^	924	332^	448	315^	371	436	211^	117^	176^	94^
1.30 - 2.00				A	9.5	31	796	1622	314	87^	359	72v	172^	229^	183^	130^	856	313	397	334	300	399	221^	117^	186^	89^
2.00 - 2.30				A	9.2	29	771	1616	349	117^	385	85^	181^	186^	206^	144^	855	343	403	331	313	365	286^	160^	90^	46v
2.30 - 3.00				A	9.5	29	796	1629	360	61v	391	54v	202^	208^	240^	148^	836	280^	401	347	344	401	370	295	32v	LT
3.00 - 3.30				A	10.2	29	855	1612	298	42v	322	38v	138^	150^	173^	150^	953	295	511	482	495	368	320	228^	17v	LT
3.30 - 4.00				A	7.7	21	645	1575	351	89^	365	64^	167^	181^	184	169^	860	265	487	438	462	321	306	234	44v	12v
4.00 - 4.30				A	5.0	13	419	1501	385^	283^	428^	146^	282^	238^	174^	146^	792	212^	449^	518^	412^	222^	257^	188^	24v	LT
4.30 - 5.00				A	6.3	16	528	1256	339^	157^	339^	87v	159^	141^	148^	160^	778	182^	417^	470	419^	268^	104v	53v	35v	LT
5.00 - 5.30				A	9.5	25	796	1117	332	123^	339	69v	164^	138^	151^	161^	714	172^	333	399	367	276^	30v	30v	34v	34v
5.30 - 6.00				A	9.1	23	763	1109	307	94^	322	60v	132^	110^	132^	177^	705	130^	309	359	377	302^	48v	25v	34v	34v
6.00 - 6.30				A	10.1	24	846	1195	313	119^	330	31v	132^	101^	146^	198^	820	196^	415	442	432	302	45v	23v	LT	LT
6.30 - 7.00				A	11.3	26	947	1208	306	76^	324	26v	109^	91^	147^	207^	834	214^	400	430	441	332	50v	26v	LT	LT
7.00 - 7.30				A	13.5	29	1131	1495	493	151^	512	39v	213	196^	242	299	799	234	388	393	383	341	78^	21v	106^	106^
NCAA TODAY POST-CBS	3	175		A	6.8	21	570	1600	379^	67v	422	59v	203^	237^	243^	155^	915	377^	609	467	423	282^	206^	138^	57v	LT
1 SAT. 3.54P 18 CBS SC		85		B	6.6	18	553	1540	364	112	389	86	208	222	216	155	807	282	502	448	386	265	149	107	195	138
NEW FAT ALBERT SHOW	2		157	A	4.2	14	352	1690	611^	412^	611^	349^	440^	315^	179^	83v	317^	204^	284^	230^	113v	33v	76v	LT	686	392^
2 SAT. 1.00P 30 CBS CA			83	B	4.4	15	369	1311	428	272	444	278	322	157	92	74	173	99	137	110	74	36	70	LT	624	332
NFL '83-NBC	4	200	200	A	4.5	15	377	1114	297^	138^	300^	129^	185^	173^	102^	109^	695	255^	482	488	352	162^	45v	16v	74v	24v
SUN. 12.30P 30 NBC SC		98	98	B	4.4	14	369	1354	306	129	338	124	169	150	134	150	728	277	533	511	355	169	168	63	120	73
NFL FOOTBALL GAME 1-NBC	4	203	212	A	11.4	29	955	1335	349	146	378	112^	234	232	199	115^	835	330	524	507	393	238	84^	23v	38^	18v
1 SUN. 1.00P 199 NBC SE		89	99	B	11.4	29	955	1407	346	140	369	116	228	218	188	118	862	332	540	510	407	247	124	34	52	36
2 SUN. 1.00P 196																										
1.00 - 1.30				A	8.3	24	696	1359	338	115^	349	113^	208	207	167^	108^	864	344	576	555	425	202	85^	37v	61^	21v
1.30 - 2.00				A	10.6	28	888	1396	404	140	427	146	290	263	208	116^	854	369	543	525	386	220	62^	33v	53^	15v
2.00 - 2.30				A	11.2	29	939	1277	318	143	345	101^	201	202	167	119^	817	338	508	498	364	233	71^	17v	44^	30v
2.30 - 3.00				A	11.7	30	980	1280	327	138	348	103^	207	206	176	117^	814	329	493	492	364	244	86^	20v	32^	20v
3.00 - 3.30				A	12.7	31	1064	1333	362	165	388	102^	240	253	220	117	836	309	507	518	407	251	87^	8v	22v	15v
3.30 - 4.00				A	12.5	30	1048	1320	345	146	370	106^	222	238	204	111^	854	293	511	511	438	268	78^	7v	18v	17v
4.00 - 4.30				A	8.6	20	721	1356	311	131^	341	77^	194	212	205	108^	818	322	520	418	379	263	150^	55^	47^	8v
4.30 - 5.00				A	3.9	9	327	1575	376^	293^	479^	164v	271^	278^	315^	97v	896	381^	589^	467^	399^	307^	200^	LT	LT	LT
NFL FOOTBALL GAME 2-NBC	1	203		A	13.2	30	1106	1463	281	104^	329	114^	216	212	178^	81^	904	379	588	563	424	220	194^	118^	36v	LT
1 SUN. 4.00P 173 NBC SE		90		B	13.2	30	1106	1463	281	104	329	114	216	212	178	81	904	379	588	563	424	220	194	118	36	LT
CONT'D																										

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
NFL FOOTBALL GAME -CONT'D																														
4.00 - 4.30								A	4.7	11	394	1066	166^	105v	166^	LT	160^	160^	160^	LT	827	390^	557^	444^	353^	173^	48v	48v	25v	25v
4.30 - 5.00								A	12.6	30	1056	1438	247	125^	279	48v	184^	208^	182^	71^	932	336	585	566	485	232	186^	93^	41v	5v
5.00 - 5.30								A	13.0	31	1089	1342	239	96^	274	70^	151^	168^	158^	94^	848	353	531	488	401	219	191^	104^	29v	LT
5.30 - 6.00								A	13.3	31	1115	1455	258	102^	290	91^	174^	195^	180^	77^	902	420	609	580	389	197^	226	131^	37v	LT
6.00 - 6.30								A	14.2	31	1190	1502	297	109^	352	161^	245	231	168^	71^	946	429	634	606	413	219	173^	125^	31v	LT
6.30 - 7.00								A	14.7	31	1232	1470	316	91^	389	164^	252	208	182^	100^	874	347	565	542	434	218	177^	125^	30v	LT
7.00 - 7.30								A	10.1	20	846	1390	332	106^	405	199^	321	221^	143^	72^	906	350	536	574	437	236^	53v	53v	26v	LT
NFL FOOTBALL POST-NBC					3		212	A	7.0	17	587	1366	368^	136^	395	88v	246^	259^	232^	110^	824	257^	586	627	482	180^	75v	LT	72v	72v
2 SUN.	3.48P	14	NBC	SC			99	B	5.4	13	453	1497	358	137	391	130	232	237	199	123	882	310	597	564	447	234	165	50	59	41
NFL FOOTBALL POST 2 NBC					1	203		A	8.6	17	721	1589	496	207^	568	220^	407	354	265^	129^	796	330	514	528	366	216^	175^	113^	50v	LT
1 SUN.	7.19P	8	NBC	SC		90		B	8.6	17	721	1589	496	207	568	220	407	354	265	129	796	330	514	528	366	216	175	113	50	LT
ONE TO GROW ON-8:58AM					4	202	196	A	4.2	22	352	1807	240^	122^	260^	174^	210^	168^	36v	50v	148^	105^	105^	65v	LT	43v	214^	125^	1185	688
SAT.	8.58A	2	NBC	CN		96	96	B	4.4	22	369	1563	244	155	253	173	209	139	47	44	165	121	121	89	24	44	134	93	1011	581
ONE TO GROW ON-10:28AM					4	210	209	A	8.5	33	712	1862	325	122^	364	162^	280	228	148^	54^	224	138^	172	175	67^	28v	355	136^	919	506
SAT.	10.28A	2	NBC	CN		99	99	B	8.4	32	704	1840	336	151	364	185	301	214	133	46	221	158	186	137	48	18	319	115	936	544
ONE TO GROW ON-10:58AM					4	198	196	A	7.6	28	637	1848	237	84^	266	101^	166^	139^	91^	74^	221	109^	136^	137^	61^	51^	389	167^	972	539
SAT.	10.58A	2	NBC	CN		96	95	B	7.4	28	620	1908	307	110	334	160	248	175	109	73	235	138	163	131	49	48	332	155	1007	593
PAC-MAN					4	197	198	A	5.2	21	436	1830	135^	65v	181^	121^	130^	103^	35v	40v	110^	18v	97^	90^	79^	13v	323	264^	1216	781
SAT.	9.30A	30	ABC	CA		99	99	B	5.4	22	453	1654	108	53	145	81	121	106	51	19	89	37	75	72	48	14	249	171	1171	772
PUPPY-FURTHER ADVENTURES					4	192	194	A	5.4	20	453	2190	390	201^	502	342	487	304	160^	LT	311	175^	311	221^	136^	LT	414	311	963	547
SAT.	11.00A	30	ABC	CA		95	96	B	5.5	20	461	1973	376	205	452	300	409	261	137	35	209	126	193	108	77	16	336	221	976	542
RASCALS/RICHIE RICH					4	195	195	A	3.1	17	260	1738	135^	82v	139^	70v	70v	46v	38v	69v	192^	92v	177^	155^	85v	LT	326^	176^	1081	655
SAT.	8.30A	30	ABC	CA		98	98	B	3.6	19	302	1722	127	67	150	63	110	102	73	40	215	132	198	124	71	17	290	123	1067	690
RUBIK, THE AMAZING CUBE					4	197	198	A	6.5	25	545	1976	185^	97^	308	211^	292	174^	97^	LT	188^	81^	178^	135^	97^	10v	406	244	1074	697
SAT.	10.00A	30	ABC	CA		99	99	B	6.7	25	561	1877	183	113	255	167	227	158	88	17	131	73	122	85	52	9	386	213	1105	728
SATURDAY SUPERCADE					4	188	187	A	5.5	27	461	2089	274	115^	315	117^	163^	121^	98^	127^	213^	98^	194^	174^	96^	19v	463	247^	1098	729
SAT.	8.30A	60	CBS	CA		94	92	B	5.6	27	469	1941	201	89	225	90	128	107	81	85	222	119	206	171	91	16	373	138	1121	774
8.30 - 9.00								A	5.2	29	436	2209	271	85^	294	104^	175^	137^	102^	104^	260^	123^	232^	226^	109^	28v	522	327	1133	764
9.00 - 9.30								A	5.7	26	478	1996	277	142^	335	130^	152^	104^	92^	149^	168^	68^	154^	128^	86^	14v	414	180^	1079	708
SCHOOLHOUSE ROCK-11:55AM					4	193	195	A	5.5	20	461	2072	370	169^	524	356	466	255	127^	41v	269	161^	269	201^	108^	LT	401	297	878	464
SAT.	11.55A	4	ABC	CN		95	96	B	5.4	20	453	1996	371	187	463	325	421	247	108	30	198	106	162	106	74	32	334	218	1001	552
SCOOBY & SCRAPPY DOO SHOW					4	193	195	A	6.2	23	520	2156	355	169^	520	375	466	237	108^	37v	285	164^	285	207^	121^	LT	416	298	935	493
SAT.	11.30A	30	ABC	CA		95	96	B	6.1	22	511	2057	374	185	471	341	432	241	103	27	202	116	175	105	74	25	356	223	1028	575
SHIRT TALES					4	202	196	A	3.8	21	318	1720	221^	117^	246^	136^	186^	155^	50v	60v	126^	69v	69v	39v	LT	57v	215^	119^	1133	679
SAT.	8.30A	30	NBC	CA		96	96	B	4.0	21	335	1472	184	104	197	115	153	128	48	44	144	99	99	68	19	45	148	92	983	585
SMURFS I					4	210	209	A	5.7	26	478	1734	246	84^	277	153^	179^	163^	81^	43v	177^	137^	156^	102^	26v	21v	261	167^	1019	572
SAT.	9.00A	30	NBC	CA		99	99	B	5.7	25	478	1724	245	91	261	159	188	138	64	43	207	159	197	136	41	10	277	157	979	525
SMURFS II					4	210	209	A	7.3	30	612	1750	231	116^	290	157^	220	171^	91^	42v	219	149^	203	162^	60^	16v	256	158^	985	539
SAT.	9.30A	30	NBC	CA		99	99	B	7.2	29	603	1768	272	124	306	181	255	165	90	37	219	139	201	159	68	14	257	140	986	526
SMURFS III					4	210	209	A	8.1	32	679	1971	315	122^	357	164^	276	211	140^	53^	213	130^	170^	181	69^	22v	404	144^	997	561
SAT.	10.00A	30	NBC	CA		99	99	B	8.1	31	679	1915	341	159	371	191	314	210	136	44	208	149	176	132	48	15	346	125	990	572

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY. A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SPIDERMAN/HULK 1	4	169	153	A	5.4	20	453	1768	296	158^	323	178^	217^	169^	124^	53v	191^	139^	139^	157^	34v	34v	422	234^	832	433
SAT. 11.30A 30 NBC CA		85	73	B	5.2	19	436	1847	330	166	347	208	273	163	124	46	264	150	183	160	85	61	394	182	842	454
SPIDERMAN/HULK 2	4	170	154	A	5.8	20	486	1829	395	247	443	223^	357	274	203^	52v	246	139^	139^	155^	63^	59v	338	209^	802	501
SAT. 12.00N 30 NBC CA		86	73	B	5.4	19	453	1832	347	205	383	213	297	192	150	68	255	137	148	121	72	75	299	158	895	536
SPORTSBEAT	2	160	160	A	2.1	6	176	1466	652^	318^	664^	483^	528^	278^	85v	136v	569^	239^	318^	255^	261^	166v	216^	182^	LT	LT
1 SAT. 3.00P 30 ABC SC		83	77	B	2.1	6	176	1466	652	318	664	483	528	278	85	136	569	239	318	255	261	166	216	182	LT	LT
2 SAT. 4.30P 30																										
SPORTSWORLD-SAT.	1		176	A	6.3	16	528	1458	455	157^	485	86v	224^	264^	284^	220^	804	296^	494	469	321^	279^	65v	27v	104v	36v
2 SAT. 4.56P 64 NBC SA			91	B	6.3	16	528	1458	455	157	485	86	224	264	284	220	804	296	494	469	321	279	65	27	104	36
5.00 - 5.30				A	7.0	18	587	1470	439	162^	470	99v	231^	268^	258^	202^	840	308^	510	473	320^	302^	52v	24v	108^	35v
5.30 - 6.00				A	5.0	13	419	1506	508^	160^	539^	66v	226^	274^	347^	265^	783	304^	506^	485^	322^	254^	76v	29v	108v	40v
SUNDAY MORNING	2	169	170	A	4.1	19	344	1253	564	267^	593	82v	221^	232^	290^	337^	535	152^	262^	293^	238^	227^	14v	14v	111^	58v
SUN. 9.00A 90 CBS N		93	93	B	4.1	19	344	1253	564	267	593	82	221	232	290	337	535	152	262	293	238	227	14	14	111	58
9.00 - 9.30				A	3.6	19	302	1311	649	311^	688	82v	241^	278^	339^	410	547	163^	262^	275^	171^	242^	LT	LT	66v	47v
9.30 - 10.00				A	4.4	19	369	1309	559	255^	567	51v	188^	198^	275^	344	583	187^	299^	331	241^	233^	21v	21v	138^	73v
10.00 - 10.30				A	4.2	18	352	1188	523	256^	566	117^	253^	243^	284^	278^	497	114^	236^	281^	304^	216^	LT	LT	114^	48v
THIS WEEK-DAVID BRINKLEY	2	182	181	A	3.0	10	251	1155	461^	159^	466^	123^	188^	182^	211^	228^	581	155^	191^	171^	255^	314^	LT	LT	108v	76v
SUN. 11.30A 60 ABC N		95	95	B	3.0	10	251	1155	461	159	466	123	188	182	211	228	581	155	191	171	255	314	LT	LT	108	76
11.30 - 12.00				A	3.0	11	251	1060	447^	135^	447^	116v	187^	151^	195^	220^	481	103v	123^	103v	203^	311^	LT	LT	132^	83v
12.00 - 12.30				A	3.1	11	260	1188	458	165^	458	126^	176^	200^	208^	223^	645	199^	246^	223^	289^	303^	LT	LT	85v	70v
THUNDARR	4	149	134	A	4.4	15	369	1737	304^	203^	322	205^	223^	113^	96^	87^	213^	108^	137^	137^	46v	76v	337	141^	865	501
SAT. 12.30P 30 NBC CA		83	73	B	4.6	16	385	1681	296	139	313	207	227	150	82	79	227	110	142	96	60	85	294	140	847	522

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEPT.26, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					14,920				28,580							
TOTAL AUDIENCE (%)					17.8				34.1							
Program					← THAT'S INCREDIBLE (SD) →				← NFL MONDAY NIGHT FOOTBALL GREEN BAY VS NEW YORK GIANTS (9:00-12:00MD) (-OP) →							
AVERAGE AUDIENCE (Households (000))					10,220				14,500							
AVERAGE AUDIENCE (%)					12.2	11.3*		13.2*	17.3	17.3*		19.9*		19.9*		18.7*
SHARE OF AUDIENCE %					19	18 *		20 *	29	26 *		29 *		30 *		29 *
AVG. AUD. BY ¼ HR. %					10.8	11.7	13.3	13.1	16.3	18.2	19.2	20.5	20.3	19.5	18.7	18.6
CBS TV TOTAL AUDIENCE (Households (000))					31,760				25,980							
TOTAL AUDIENCE (%)					37.9				31.0							
Program					← AFTERMASH (SD) →				← EMERALD POINT,N.A.S. →							
AVERAGE AUDIENCE (Households (000))					26,060				16,090							
AVERAGE AUDIENCE (%)					31.1	29.5*		32.7*	19.2	20.7*		20.0*		18.4*		17.8*
SHARE OF AUDIENCE %					47	46 *		48 *	29	30 *		29 *		28 *		30 *
AVG. AUD. BY ¼ HR. %					27.9	31.1	32.7	32.6	21.4	20.0	20.2	19.7	18.6	18.3	17.9	17.6
NBC TV TOTAL AUDIENCE (Households (000))					12,320				26,650							
TOTAL AUDIENCE (%)					14.7				31.8							
Program					← BOONE (SD) →				← NBC MONDAY NIGHT MOVIES SESSIONS (SD) →							
AVERAGE AUDIENCE (Households (000))					8,720				17,510							
AVERAGE AUDIENCE (%)					10.4	10.1*		10.8*	20.9	20.8*		21.3*		21.1*		20.5*
SHARE OF AUDIENCE %					16	16 *		16 *	32	31 *		31 *		33 *		34 *
AVG. AUD. BY ¼ HR. %					10.4	9.7	10.2	11.3	20.2	21.4	21.2	21.4	21.2	20.9	20.6	20.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					17,180				30,000							
TOTAL AUDIENCE (%)					20.5				35.8							
Program					← THAT'S INCREDIBLE (SD) →				← NFL MONDAY NIGHT FOOTBALL NEW YORK JETS VS BUFFALO (9:00-12:29AM) (-OP) →							
AVERAGE AUDIENCE (Households (000))					12,650				13,070							
AVERAGE AUDIENCE (%)					15.1	13.9*		16.3*	15.6	17.2*		18.4*		18.3*		15.9*
SHARE OF AUDIENCE %					24	23 *		26 *	28	26 *		27 *		28 *		26 *
AVG. AUD. BY ¼ HR. %					12.7	15.1	16.4	16.3	17.0	17.4	18.3	18.4	18.9	17.7	15.7	16.1
CBS TV TOTAL AUDIENCE (Households (000))					24,720				24,640		19,190		17,430			
TOTAL AUDIENCE (%)					29.5				29.4		22.9		20.8			
Program					← SCARECROW & MRS. KING (SD) →				AFTERMASH		JEFFERSONS(B)		← EMERALD POINT,N.A.S. →			
AVERAGE AUDIENCE (Households (000))					18,690				21,790		17,350		13,240			
AVERAGE AUDIENCE (%)					22.3	21.6*		22.9*	26.0		20.7		15.8	16.4*		15.2*
SHARE OF AUDIENCE %					35	35 *		35 *	37		30		26	26 *		26 *
AVG. AUD. BY ¼ HR. %					21.0	22.3	22.7	23.2	25.4	26.6	20.7	20.7	16.9	15.9	15.6	14.8
NBC TV TOTAL AUDIENCE (Households (000))					12,910				27,490							
TOTAL AUDIENCE (%)					15.4				32.8							
Program					← BOONE (SD) →				← J. CARSON ANNIVERSARY SP. →							
AVERAGE AUDIENCE (Households (000))					8,630				17,010							
AVERAGE AUDIENCE (%)					10.3	9.8*		10.7*	20.3	15.3*		21.4*		22.5*		22.1*
SHARE OF AUDIENCE %					16	16 *		16 *	31	22 *		31 *		35 *		38 *
AVG. AUD. BY ¼ HR. %					10.1	9.6	10.3	11.1	14.6	16.0	20.9	22.0	22.5	22.6	22.8	21.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	55.2	57.5	59.6	62.5	63.7	65.6	67.2	68.3	67.4	68.6	68.2	67.3	65.6	63.6	61.2	59.0
WK. 2	52.8	55.3	56.7	58.9	60.3	63.3	65.0	67.0	68.9	69.9	68.8	69.0	65.6	62.8	59.9	56.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. SEPT. 27, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					14,500		13,740		18,600		17,180		19,940			
TOTAL AUDIENCE (%)					17.3		16.4		22.2		20.5		23.8			
Program					JUST OUR LUCK		HAPPY DAYS		THREE'S COMPANY		OH MADELINE (SD)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000))					11,560		12,740		16,340		15,250		16,170			
AVERAGE AUDIENCE (%)					13.8		15.2		19.5		18.2		19.3	19.2*		19.3*
SHARE OF AUDIENCE %					22		23		29		28		32	31 *		33 *
AVG. AUD. BY ¼ HR. %					13.5	14.2	14.3	16.1	18.7	20.2	17.9	18.6	18.9	19.5	19.5	19.1
CBS TV																
TOTAL AUDIENCE (Households (000))					15,080				20,870							
TOTAL AUDIENCE (%)					18.0				24.9							
Program					← MISSISSIPPI (SD) →				← CBS TUESDAY NIGHT MOVIES: ONE COOKS, THE OTHER DOESN'T →							
AVERAGE AUDIENCE (Households (000))					10,890				13,830							
AVERAGE AUDIENCE (%)					13.0	12.8*		13.1*	16.5	14.1*		16.2*		17.8*		17.8*
SHARE OF AUDIENCE %					20	21 *		20 *	26	21 *		25 *		28 *		30 *
AVG. AUD. BY ¼ HR. %					12.8	12.9	13.0	13.1	14.0	14.2	15.9	16.6	17.8	17.9	18.1	17.5
NBC TV																
TOTAL AUDIENCE (Households (000))					23,720				19,940				16,260			
TOTAL AUDIENCE (%)					28.3				23.8				19.4			
Program					← A TEAM (SD) →				← REMINGTON STEELE →				← LIVE AND IN PERSON-PT 1 →			
AVERAGE AUDIENCE (Households (000))					19,270				15,750				11,900			
AVERAGE AUDIENCE (%)					23.0	22.0*		24.1*	18.8	18.7*		19.0*	14.2	15.2*		13.1*
SHARE OF AUDIENCE %					36	35 *		37 *	28	28 *		29 *	23	24 *		22 *
AVG. AUD. BY ¼ HR. %					21.1	22.8	24.6	23.5	18.8	18.6	19.0	19.0	15.7	14.7	13.7	12.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					16,590		15,420		17,850		16,590		17,600			
TOTAL AUDIENCE (%)					19.8		18.4		21.3		19.8		21.0			
Program					JUST OUR LUCK		HAPPY DAYS		THREE'S COMPANY		OH MADELINE (SD)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000))					13,740		13,990		15,840		14,670		13,830			
AVERAGE AUDIENCE (%)					16.4		16.7		18.9		17.5		16.5	17.1*		16.0*
SHARE OF AUDIENCE %					26		25		28		26		27	27 *		27 *
AVG. AUD. BY ¼ HR. %					16.0	16.7	16.0	17.4	18.3	19.4	17.2	17.8	17.2	17.0	16.3	15.7
CBS TV																
TOTAL AUDIENCE (Households (000))					17,600				22,960							
TOTAL AUDIENCE (%)					21.0				27.4							
Program					← MISSISSIPPI (SD) →				← CBS TUESDAY NIGHT MOVIES: SECRETS OF A MOTHER AND DAUGHTER →							
AVERAGE AUDIENCE (Households (000))					13,830				15,080							
AVERAGE AUDIENCE (%)					16.5	15.5*		17.4*	18.0	16.8*		18.1*		18.6*		18.6*
SHARE OF AUDIENCE %					26	25 *		26 *	28	25 *		27 *		30 *		32 *
AVG. AUD. BY ¼ HR. %					14.9	16.2	17.6	17.2	16.8	16.7	18.2	18.1	18.5	18.6	18.9	18.3
NBC TV																
TOTAL AUDIENCE (Households (000))					12,070	25,310										
TOTAL AUDIENCE (%)					14.4	30.2										
Program					(1) (-OP)	← NAT'L LEAGUE CHAMP GM 1: PHILADELPHIA VS LOS ANGELES (8:18-11:00PM) (OP)(SD) →										
AVERAGE AUDIENCE (Households (000))					11,310	14,580										
AVERAGE AUDIENCE (%)					13.5	17.4		15.7*		16.8*		18.1*		19.0*		18.7*
SHARE OF AUDIENCE %					24	27		25 *		25 *		27 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					13.4	14.2	15.0	16.4	16.7	16.9	17.7	18.5	18.7	19.4	19.5	17.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.0	54.6	56.3	59.2	61.2	63.4	65.2	66.1	66.6	66.7	66.2	65.9	63.4	62.3	60.5	58.1
WK. 2	53.9	55.7	56.7	58.9	61.0	63.3	65.2	67.0	67.2	68.1	66.8	65.6	63.1	62.0	60.4	57.4

U.S. TV Households: 83,800,000

(1)NAT'L LEAGUE CHAMP PRE 1,NBC,(8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE. TUE. OCT. 4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.28, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					23,720 28.3				26,560 31.7				26,310 31.4			
Program					FALL GUY				DYNASTY (SD)				HOTEL			
AVERAGE AUDIENCE (Households (000) & %)					18,770 22.4	20.3*		24.5*	22,710 27.1	27.0*		27.3*	21,960 26.2	26.3*		26.2*
SHARE OF AUDIENCE %					36	33 *		38 *	41	40 *		41 *	44	43 *		45 *
AVG. AUD. BY ¼ HR. %					19.1	21.5	23.7	25.3	26.5	27.5	27.4	27.3	26.2	26.3	26.7	25.7
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					21,030 25.1											
Program					CBS WEDNESDAY NIGHT MOVIE DEMPSEY (SD)											
AVERAGE AUDIENCE (Households (000) & %)					9,640 11.5	10.6*		11.0*		11.9*		12.4*		11.8*		11.3*
SHARE OF AUDIENCE %					18	17 *		17 *		18 *		19 *		19 *		20 *
AVG. AUD. BY ¼ HR. %					10.5	10.7	10.7	11.3	12.0	11.8	12.3	12.6	12.0	11.7	11.6	11.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					16,510 19.7				16,840 20.1		14,830 17.7		13,660 16.3			
Program					REAL PEOPLE (SD)				FACTS OF LIFE		FAMILY TIES (SD)		LIVE AND IN PERSON-PT 2			
AVERAGE AUDIENCE (Households (000) & %)					12,070 14.4	13.7*		15.1*	14,670 17.5		13,160 15.7		9,300 11.1	12.0*		10.1*
SHARE OF AUDIENCE %					23	23 *		23 *	26		24		19	19 *		18 *
AVG. AUD. BY ¼ HR. %					13.4	14.0	14.9	15.4	17.3	17.8	15.9	15.5	12.6	11.4	10.5	9.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					19,690 23.5				23,460 28.0				23,050 27.5			
Program					FALL GUY				DYNASTY (SD)				HOTEL			
AVERAGE AUDIENCE (Households (000) & %)					15,170 18.1	16.7*		19.5*	18,860 22.5	21.6*		23.4*	18,440 22.0	22.2*		21.9*
SHARE OF AUDIENCE %					30	28 *		31 *	35	34 *		37 *	37	36 *		38 *
AVG. AUD. BY ¼ HR. %					15.8	17.7	19.0	20.0	21.1	22.2	23.1	23.7	22.1	22.4	22.4	21.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					15,750 18.8				17,510 20.9							
Program					WHIZ KIDS (SD)				CBS WEDNESDAY NIGHT MOVIE CARPOOL							
AVERAGE AUDIENCE (Households (000) & %)					11,400 13.6	13.0*		14.1*	11,060 13.2	13.4*		13.1*		13.6*		12.7*
SHARE OF AUDIENCE %					22	22 *		23 *	21	21 *		20 *		22 *		22 *
AVG. AUD. BY ¼ HR. %					12.6	13.5	13.9	14.2	13.4	13.4	13.2	13.1	13.8	13.4	13.0	12.5
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					11,150 13.3	25,980 31.0										
Program					(1)	NAT'L LEAGUE CHAMP GM 2 PHILADELPHIA VS LOS ANGELES (8:15-11:18PM) (SD)(-OP)										
AVERAGE AUDIENCE (Households (000) & %)					10,480 12.5	14,670 17.5		16.4*		17.8*		18.4*		19.3*		18.1*
SHARE OF AUDIENCE %					23	29		27 *		29 *		29 *		31 *		30 *
AVG. AUD. BY ¼ HR. %					12.5	13.5	15.4	17.4	18.0	17.6	17.8	18.9	19.4	19.2	18.6	17.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.3	54.8	56.3	58.7	59.8	61.8	63.7	65.3	66.8	67.6	67.0	65.9	62.4	61.0	58.8	56.4
WK. 2	53.1	54.2	54.8	56.5	58.2	59.8	61.3	63.3	63.4	63.4	63.9	64.2	62.1	60.5	58.6	56.7

U.S. TV Households: 83,800,000

(1)NAT'L LEAGUE CHAMP PRE 2,NBC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.29, 1983 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,590 18.6				11,400 13.6		9,550 11.4		17,600 21.0			
ABC TV program					TRAUMA CENTER				9 TO 5		IT'S NOT EASY (SD)		20/20			
AVERAGE AUDIENCE (Households (000) & %)					11,820 14.1	13.6*		14.7*	9,550 11.4		8,210 9.8		13,410 16.0	15.7*		16.3*
SHARE OF AUDIENCE %					23	23 *		23 *	18		15		27	26 *		29 *
AVG. AUD. BY ¼ HR. %					13.4	13.8	14.7	14.6	11.7	11.2	9.4	10.2	15.4	16.0	16.6	15.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					24,130 28.8				24,220 28.9				20,870 24.9			
CBS TV program					MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING			
AVERAGE AUDIENCE (Households (000) & %)					19,020 22.7	20.9*		24.5*	19,610 23.4	23.1*		23.7*	17,680 21.1	21.4*		20.8*
SHARE OF AUDIENCE %					37	35 *		39 *	36	36 *		37 *	36	36 *		37 *
AVG. AUD. BY ¼ HR. %					20.0	21.8	24.2	24.9	22.9	23.2	23.8	23.6	21.5	21.3	21.3	20.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,160 15.7		12,570 15.0		16,170 19.3		17,010 20.3		13,660 16.3			
NBC TV program					GIMME A BREAK		MAMA'S FAMILY (SD)		WE GOT IT MADE		CHEERS		LIVE AND IN PERSON-PT 3			
AVERAGE AUDIENCE (Households (000) & %)					11,150 13.3		11,310 13.5		14,250 17.0		15,420 18.4		8,970 10.7	11.7*		9.7*
SHARE OF AUDIENCE %					22		21		26		29		18	20 *		17 *
AVG. AUD. BY ¼ HR. %					12.8	13.9	12.8	14.2	16.7	17.3	18.8	18.0	12.4	11.0	9.9	9.4

EVE.THU. OCT.6, 1983 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,250 18.2				12,990 15.5		12,490 14.9		18,020 21.5			
ABC TV program					TRAUMA CENTER				9 TO 5		IT'S NOT EASY (SD)		20/20			
AVERAGE AUDIENCE (Households (000) & %)					11,310 13.5	13.1*		13.9*	11,150 13.3		11,230 13.4		13,070 15.6	16.9*		14.3*
SHARE OF AUDIENCE %					22	22 *		22 *	21		21		26	27 *		25 *
AVG. AUD. BY ¼ HR. %					12.3	13.8	13.8	13.9	12.9	13.7	13.1	13.8	16.9	17.0	15.2	13.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,210 26.5				22,290 26.6				20,280 24.2			
CBS TV program					MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING			
AVERAGE AUDIENCE (Households (000) & %)					17,430 20.8	19.8*		21.8*	18,270 21.8	21.3*		22.3*	16,420 19.6	19.0*		20.1*
SHARE OF AUDIENCE %					34	33 *		34 *	34	33 *		35 *	33	31 *		35 *
AVG. AUD. BY ¼ HR. %					18.7	20.9	21.5	22.0	20.9	21.6	22.5	22.0	18.8	19.3	20.1	20.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,730 12.8	28,320 33.8										
NBC TV program					(1) (→OP)	AMER. LEAGUE CHAMP GM 2 CHICAGO WHITE SOX VS BALTIMORE (8:19-11:38PM) (OP)(SD)(→OP)										
AVERAGE AUDIENCE (Households (000) & %)					9,890 11.8	13,910 16.6		15.5*		17.8*		17.8*		17.7*		16.8*
SHARE OF AUDIENCE %					22	28		25 *		28 *		28 *		28 *		28 *
AVG. AUD. BY ¼ HR. %					11.7	12.9	14.6	16.4	17.7	17.9	17.8	17.8	17.8	17.7	16.7	16.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	50.6	53.0	53.5	56.3	58.6	60.8	62.5	64.7	64.5	64.8	64.7	64.1	60.4	59.3	57.9	55.8
WK. 2	52.8	54.4	54.2	56.6	57.8	60.8	62.6	64.3	64.1	65.3	64.8	64.2	62.4	61.2	59.0	56.2

For explanation of symbols, See page A.

U.S. TV Households: 83,800,000

(1)AMER. LEAGUE CHAMP PRE 2,NBC,(8:00-8:19PM)(S)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.30, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					12,990 15.5		15,670 18.7		12,990 15.5				16,260 19.4			
Program					BENSON		WEBSTER		← LOTTERY (SD) →				← MATT HOUSTON →			
AVERAGE AUDIENCE (Households (000) & %)					11,730 14.0		13,910 16.6		10,140 12.1	11.7*		12.5*	12,400 14.8	14.3*		15.4*
SHARE OF AUDIENCE %					25		28		20	19 *		20 *	26	25 *		28 *
AVG. AUD. BY ¼ HR. %					13.7	14.3	16.2	17.0	11.6	11.8	12.5	12.5	14.1	14.5	15.2	15.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,860 22.5				26,230 31.3				22,630 27.0			
Program					← DUKES OF HAZZARD (SD) →				← DALLAS →				← FALCON CREST →			
AVERAGE AUDIENCE (Households (000) & %)					14,080 16.8	14.9*		18.6*	23,050 27.5	27.2*		27.8*	19,610 23.4	23.9*		22.9*
SHARE OF AUDIENCE %					29	27 *		31 *	44	44 *		45 *	41	41 *		41 *
AVG. AUD. BY ¼ HR. %					14.5	15.3	17.7	19.5	26.5	27.8	28.0	27.6	24.1	23.6	23.3	22.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,900 14.2		13,740 16.4						9,550 11.4			
Program					MR. SMITH		← MANIMAL (SD) →						← FOR LOVE AND HONOR →			
AVERAGE AUDIENCE (Households (000) & %)					9,800 11.7		8,380 10.0	9.0*		10.4*		10.5*	7,120 8.5	8.6*		8.4*
SHARE OF AUDIENCE %					21		16	15 *		17 *		17 *	15	15 *		15 *
AVG. AUD. BY ¼ HR. %					11.8	11.6	9.0	9.1	10.6	10.3	10.6	10.3	8.6	8.5	8.5	8.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,010 19.1		16,510 19.7		14,830 17.7				15,420 18.4			
Program					BENSON		WEBSTER		← LOTTERY (SD) →				← MATT HOUSTON →			
AVERAGE AUDIENCE (Households (000) & %)					13,490 16.1		14,750 17.6		11,480 13.7	13.5*		13.8*	12,230 14.6	14.5*		14.7*
SHARE OF AUDIENCE %					29		29		22	22 *		22 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %					15.5	16.8	17.4	17.8	13.4	13.7	13.8	13.9	14.3	14.7	14.9	14.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,840 20.1				23,460 28.0				19,190 22.9			
Program					← DUKES OF HAZZARD (SD) →				← DALLAS →				← FALCON CREST →			
AVERAGE AUDIENCE (Households (000) & %)					12,990 15.5	14.5*		16.5*	19,860 23.7	23.2*		24.2*	16,170 19.3	19.3*		19.3*
SHARE OF AUDIENCE %					27	26 *		28 *	38	37 *		39 *	33	32 *		34 *
AVG. AUD. BY ¼ HR. %					13.9	15.1	16.1	16.9	22.7	23.7	24.2	24.1	19.3	19.3	19.6	18.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,640 11.5	25,220 30.1										
Program					(1) (-OP)	← AMER. LEAGUE CHAMP GM 3 BALTIMORE VS CHICAGO WHITE SOX (8:18-11:34PM) (OP)(SD)(-OP)										
AVERAGE AUDIENCE (Households (000) & %)					8,720 10.4	11,820 14.1		13.1*		14.3*		14.7*		15.0*		14.9*
SHARE OF AUDIENCE %					20	24		23 *		24 *		24 *		25 *		25 *
AVG. AUD. BY ¼ HR. %					10.4	11.3	12.8	13.4	14.0	14.5	14.4	15.1	15.4	14.7	14.7	15.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	49.0	52.0	52.9	54.6	55.7	56.8	58.4	60.8	61.7	62.3	62.1	61.3	58.7	57.5	56.4	55.4
WK. 2	48.1	49.6	51.0	52.5	54.9	57.4	59.3	60.8	61.6	62.5	62.3	62.4	59.9	58.9	58.1	56.6

U.S. TV Households: 83,800,000

(1)AMER. LEAGUE CHAMP PRE 3,NBC,(8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.FRI. OCT.7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.1, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,100 21.6				25,220 30.1							
ABC TV program	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- (3:44-7:16PM)				T.J. HOOKER (SD)				LOVE BOAT (SD)							
AVERAGE AUDIENCE (Households (000) & %)		9.0*			12,490 14.9	12.9*		16.9*	19,020 22.7	20.1*		22.6*		24.4*		23.6*
SHARE OF AUDIENCE %		20 *			27	23 *		30 *	38	34 *		38 *		41 *		41 *
AVG. AUD. BY ¼ HR. %	9.1	7.9			12.2	13.6	16.4	17.3	19.2	21.0	21.8	23.4	24.3	24.4	24.0	23.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,490 16.1				18,690 22.3							
CBS TV program					CUTTER TO HOUSTON (SD)				CBS SAT. NIGHT MOVIE THE CANNONBALL RUN							
AVERAGE AUDIENCE (Households (000) & %)					8,800 10.5	9.9*		11.1*	11,400 13.6	13.3*		13.1*		14.1*		14.1*
SHARE OF AUDIENCE %					19	18 *		20 *	23	22 *		22 *		24 *		24 *
AVG. AUD. BY ¼ HR. %					10.2	9.7	10.6	11.7	13.4	13.2	12.8	13.3	13.9	14.2	14.5	13.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,670 18.7		14,250 17.0						11,230 13.4			
NBC TV program	(1)				DIFF'RENT STROKES-SAT.		ROUSTERS (SD)						CANDID CAMERA'S 35TH PRTY			
AVERAGE AUDIENCE (Households (000) & %)	2.1*				13,240 15.8		8,300 9.9	11.4*		9.6*		8.8*	8,130 9.7	9.1*		10.3*
SHARE OF AUDIENCE %	5 *				29		17	20 *		16 *		15 *	16	15 *		18 *
AVG. AUD. BY ¼ HR. %	2.1				14.9	16.7	11.8	11.0	9.9	9.2	8.8	8.8	8.8	9.4	10.0	10.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,770 22.4				19,690 23.5				17,180 20.5			
ABC TV program					T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND			
AVERAGE AUDIENCE (Households (000) & %)					13,910 16.6	14.9*		18.2*	15,920 19.0	18.2*		19.8*	13,830 16.5	16.2*		16.8*
SHARE OF AUDIENCE %					30	28 *		33 *	32	31 *		33 *	29	28 *		30 *
AVG. AUD. BY ¼ HR. %					14.0	15.8	17.9	18.5	17.2	19.2	20.1	19.4	16.1	16.3	16.8	16.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,980 14.3				19,530 23.3							
CBS TV program	NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST				CUTTER TO HOUSTON (SD)				CBS SAT. NIGHT MOVIE SEPTEMBER GUN							
AVERAGE AUDIENCE (Households (000) & %)	13.5*				8,550 10.2	9.9*		10.5*	12,990 15.5	14.2*		15.3*		16.3*		16.4*
SHARE OF AUDIENCE %	29 *				19	18 *		19 *	26	24 *		25 *		28 *		29 *
AVG. AUD. BY ¼ HR. %	13.5				9.7	10.2	10.4	10.6	13.7	14.7	15.0	15.7	16.2	16.3	16.8	16.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,480 12.5	26,650 31.8										
NBC TV program					(2)	NAT'L LEAGUE CHAMP GM 4 LOS ANGELES VS PHILADELPHIA (8:15-11:20PM) (SD)										
AVERAGE AUDIENCE (Households (000) & %)					9,970 11.9	13,990 16.7		14.6*		16.8*		18.2*		18.6*		17.2*
SHARE OF AUDIENCE %					23	29		27 *		29 *		30 *		31 *		29 *
AVG. AUD. BY ¼ HR. %					11.9	12.6	14.1	15.2	16.6	17.0	18.1	18.3	18.8	18.4	17.4	17.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	48.4	49.5	50.6	52.0	54.0	56.0	56.2	57.5	59.3	59.8	59.6	59.7	59.4	59.4	59.0	57.5
WK. 2	48.8	49.7	51.5	52.6	53.1	54.4	55.3	56.4	58.2	60.0	60.8	60.6	58.8	58.3	57.5	55.8

U.S. TV Households: 83,800,000

(1)NBC MAJOR LEAGUE BASEBALL,SAN FRANVSLOS ANGELES & PITTSBURGHVSPHILADELPHIA,NBC,MULTI-SEG TELECAST

(2)NAT'L LEAGUE CHAMP PRE 4,NBC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.1, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,610 5.5															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		4,440 5.3															
SHARE OF AUDIENCE	%	11															
AVG. AUD. BY ¼ HR.	%	5.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,230 13.4													
				← SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)				6,700 8.0	9.0*		7.9*		6.3*								
SHARE OF AUDIENCE	%			25	24 *		25 *		24 *								
AVG. AUD. BY ¼ HR.	%			9.2	8.8	8.4	7.5	6.4	6.0								
WEEK 2																	
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,690 4.4															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		3,600 4.3															
SHARE OF AUDIENCE	%	9															
AVG. AUD. BY ¼ HR.	%	4.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)						8,970 10.7											
		NAT'L LEAGUE CHAMP GM 4 LOS ANGELES VS PHILADELPHIA (8:15-11:28PM)				← SATURDAY NIGHT (12:00-1:19AM) (SUSTAINING 1:19-1:30PM) →											
AVERAGE AUDIENCE (Households (000) & %)			16.7*			5,610 6.7	7.6*		6.5*		5.5*						
SHARE OF AUDIENCE	%		32 *			24	24 *		24 *		23 *						
AVG. AUD. BY ¼ HR.	%	17.5	15.7			7.9	7.4	6.9	6.2	5.7	4.9						
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	51.3	46.7	40.1	36.0	32.4	29.7	26.5	23.7	20.7	18.5	16.0	14.4	12.4	11.6	9.9	8.7
	WK. 2	51.4	47.5	40.9	36.5	32.0	29.9	27.4	25.5	23.6	21.9	18.7	15.2	12.9	11.8	10.3	9.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. OCT.8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.2, 1983

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	15,170 18.1				16,590 19.8				21,370 25.5							
	Program	← RIPLEY'S BELIEVE IT-NOT →				← HARDCASTLE & MCCORMICK → (SD)				← ABC SUNDAY NIGHT MOVIE → HEAVEN CAN WAIT (9:00-11:09PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	9,640 11.5	9.4*		13.5*	12,570 15.0	14.2*		15.9*	12,490 14.9	14.6*		14.7*		14.8*		15.3*
	SHARE OF AUDIENCE %	21	18 *		23 *	23	23 *		24 *	24	21 *		22 *		24 *		27 *
	AVG. AUD. BY ¼ HR. %	8.3	10.6	12.8	14.2	13.7	14.6	16.0	15.8	14.4	14.8	14.6	14.8	14.8	14.8	15.2	15.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)	25,890 30.9				17,350 20.7		16,840 20.1		17,100 20.4		16,420 19.6		18,180 21.7			
	Program	← 60 MINUTES →				ALICE		ONE DAY AT A TIME (SD)		JEFFERSONS		GOODNIGHT, BEANTOWN		← TRAPPER JOHN, M.D. →			
	AVERAGE AUDIENCE (Households (000) & %)	18,520 22.1	19.9*		24.2*	15,080 18.0		15,000 17.9		15,420 18.4		14,580 17.4		14,830 17.7	17.6*		17.7*
	SHARE OF AUDIENCE %	40	37 *		42 *	29		27		27		26		30	29 *		31 *
	AVG. AUD. BY ¼ HR. %	18.3	21.6	24.6	23.8	18.2	17.8	17.4	18.5	18.0	18.7	17.2	17.6	17.5	17.7	18.0	17.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)		6,960 8.3			25,890 30.9								16,840 20.1			
	Program	(1) (SD) (→OP)		FIRST CAMERA (7:27-8:00PM) (OP)		← KNIGHT RIDER → (SD)								← YELLOW ROSE SPECIAL →			
	AVERAGE AUDIENCE (Households (000) & %)		5,200 6.2			17,010 20.3	17.1*		19.7*		22.4*		22.1*	13,490 16.1	16.4*		15.8*
	SHARE OF AUDIENCE %		11			31	27 *		30 *		33 *		33 *	27	27 *		28 *
	AVG. AUD. BY ¼ HR. %	10.5	6.6	6.0	6.3	16.0	18.3	19.2	20.1	22.4	22.4	22.9	21.3	16.5	16.2	15.9	15.6

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	15,920 19.0				20,280 24.2				26,310 31.4							
	Program	← RIPLEY'S BELIEVE IT-NOT →				← HARDCASTLE & MCCORMICK → (SD)				← ABC SUNDAY NIGHT MOVIE → THE MAKING OF A MALE MODEL (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	10,890 13.0	11.5*		14.4*	15,670 18.7	17.5*		20.0*	18,860 22.5	21.7*		23.5*		22.8*		22.1*
	SHARE OF AUDIENCE %	21	19 *		23 *	28	27 *		30 *	35	32 *		35 *		36 *		37 *
	AVG. AUD. BY ¼ HR. %	10.5	12.6	14.2	14.7	16.3	18.7	19.5	20.5	21.0	22.4	23.4	23.5	22.7	22.9	22.7	21.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					27,070 32.3				17,510 20.9		16,510 19.7		14,410 17.2		17,010 20.3	
	Program	CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES-MULTI-SEGMENT TELECAST (→OP)				← 60 MINUTES → (8:08-9:08PM) (OP)(→OP)					ALICE (9:08-9:38PM) (OP)(SD)(→OP)		JEFFERSONS (9:38-10:08PM) (OP)(→OP)		GOODNIGHT, BEANTOWN (10:08-10:38PM) (OP)(→OP)		TRAPPER JOHN, M.D. (10:38-11:38PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)		21.2*		23.4*	18,520 22.1	21.1*		22.4*	15,750 18.8		14,670 17.5		12,910 15.4		12,150 14.5	13.9*
	SHARE OF AUDIENCE %		38 *		40 *	33	33 *		33 *	28		26		24		27	23 *
	AVG. AUD. BY ¼ HR. %	20.5	21.8	23.1	23.7	21.2	21.1	22.0	22.9	18.6	18.6	17.4	17.3	15.7	15.3	13.4	14.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)	10,730 12.8				18,770 22.4				23,460 28.0							
	Program	← FIRST CAMERA →				← KNIGHT RIDER → (SD)				← NBC SUNDAY NIGHT MOVIE → BUSTIN' LOOSE							
	AVERAGE AUDIENCE (Households (000) & %)	6,450 7.7	7.8*		7.7*	14,250 17.0	15.8*		18.3*	14,830 17.7	17.5*		17.7*		17.9*		17.6*
	SHARE OF AUDIENCE %	13	13 *		12 *	26	24 *		27 *	27	26 *		26 *		28 *		29 *
	AVG. AUD. BY ¼ HR. %	7.8	7.8	7.6	7.7	14.0	17.5	18.3	18.2	16.8	18.2	17.9	17.5	17.7	18.1	18.2	17.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	52.9	54.3	56.6	59.0	61.9	63.8	65.5	67.9	67.7	68.2	68.0	66.9	62.6	60.1	58.2	56.3
	WK. 2	57.8	60.1	62.0	63.2	64.3	65.4	66.6	67.8	67.2	67.4	67.1	66.4	64.4	63.3	61.2	58.2

U.S. TV Households: 83,800,000

(1)NFL FOOTBALL GAME 2-NBC,MIAMI VS NEW ORLEANS & SAN DIEGO VS N.Y. GIANTS,NBC,MULTI-SEG TELECAST

For explanation of symbols, See page A.

EVE.SUN. OCT.9, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.2, 1983

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,690 4.4				
		(1) (+OP)	ABC WEEKEND REPORT-SUN. (11:09-11:24PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)		3,440 4.1				
SHARE OF AUDIENCE	%	9				
AVG. AUD. BY ¼ HR.	%	4.4	3.9			
CBS TV TOTAL AUDIENCE (Households (000) & %)		4,690 5.6				
		CBS SUNDAY NEWS-OSGOOD				
AVERAGE AUDIENCE (Households (000) & %)		4,530 5.4				
SHARE OF AUDIENCE	%	11				
AVG. AUD. BY ¼ HR.	%	5.4				
NBC TV TOTAL AUDIENCE (Households (000) & %)				1,680 2.0		
				NBC LATE NIGHT MOVIE TOUCHED BE LOVE(R) (11:30-12:08AM) (SUSTAINING 12:08-1:30AM)		
AVERAGE AUDIENCE (Households (000) & %)				1,170 1.4	1.4*	1.4*
SHARE OF AUDIENCE	%			5	4 *	6 *
AVG. AUD. BY ¼ HR.	%			1.4	1.4	1.4

EVE.SUN. OCT.9, 1983

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,440 5.3				
		ABC WEEKEND REPORT-SUN.				
AVERAGE AUDIENCE (Households (000) & %)		4,190 5.0				
SHARE OF AUDIENCE	%	10				
AVG. AUD. BY ¼ HR.	%	5.0				
CBS TV TOTAL AUDIENCE (Households (000) & %)				3,100 3.7		
		TRAPPER JOHN, M.D. (10:38-11:38PM) (+OP)			CBS SUNDAY NEWS-OSGOOD (11:38-11:53PM) (OP)	
AVERAGE AUDIENCE (Households (000) & %)			15.1*	3,180 3.8		
SHARE OF AUDIENCE	%		30 *	11		
AVG. AUD. BY ¼ HR.	%	15.4	14.7	4.0	3.6	
NBC TV TOTAL AUDIENCE (Households (000) & %)				2,180 2.6		
				NBC LATE NIGHT MOVIE HARD COUNTRY(R) (11:30-12:10AM) (SUSTAINING 12:10-1:30AM)		
AVERAGE AUDIENCE (Households (000) & %)				1,420 1.7	1.7*	1.4*
SHARE OF AUDIENCE	%			5	5 *	5 *
AVG. AUD. BY ¼ HR.	%			1.9	1.6	1.4

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	49.5	41.9	34.0	29.0	24.7	22.3	19.6	17.4	15.0	13.6	11.1	9.5	8.2	7.2	6.4	5.7
	WK. 2	49.6	45.2	37.7	32.2	27.4	23.8	21.2	18.5	16.4	15.3	12.9	10.7	9.3	8.2	7.4	6.3

U.S. TV Households: 83,800,000

(1)ABC SUNDAY NIGHT MOVIE,HEAVEN CAN WAIT,ABC,(9:00-11:09PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. SEPT.26–30, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,610 5.5				4,530 5.4									
ABC TV program			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830								(SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)			3,520 4.2				3,770 4.5									
SHARE OF AUDIENCE %			23				24									
AVG. AUD. BY ¼ HR. %			4.3	4.1			4.5	4.6								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,600 4.3				3,940 4.7						4,190 5.0		3,520 4.2	
CBS TV program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK (TU-F)(SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)			2,930 3.5				3,100 3.7						3,520 4.2		3,020 3.6	
SHARE OF AUDIENCE %			19				20						21		18	
AVG. AUD. BY ¼ HR. %			3.4	3.6			3.7	3.8					4.0	4.4	3.5	3.6
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,440 4.1				4,360 5.2						3,440 4.1		3,770 4.5	
NBC TV program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						DIFF'RENT STROKES M-F		SALE OF THE CENTURY (TU-F)(SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				3,440 4.1						2,850 3.4		3,270 3.9	
SHARE OF AUDIENCE %			17				22						17		20	
AVG. AUD. BY ¼ HR. %			3.1	3.2			4.0	4.1					3.2	3.5	3.8	3.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,270 5.1				4,940 5.9									
ABC TV program			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
AVERAGE AUDIENCE (Households (000) & %)			3,350 4.0				4,110 4.9									
SHARE OF AUDIENCE %			22				26									
AVG. AUD. BY ¼ HR. %			4.0	4.0			4.9	4.9								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,850 4.6				3,770 4.5						3,850 4.6		3,270 3.9	
CBS TV program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,020 3.6						3,270 3.9		2,850 3.4	
SHARE OF AUDIENCE %			20				19						20		17	
AVG. AUD. BY ¼ HR. %			3.7	3.6			3.6	3.6					3.6	4.1	3.3	3.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,520 4.2				3,690 4.4						3,180 3.8		3,690 4.4	
NBC TV program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			2,850 3.4				3,020 3.6						2,600 3.1		3,020 3.6	
SHARE OF AUDIENCE %			19				19						16		18	
AVG. AUD. BY ¼ HR. %			3.4	3.3			3.6	3.5					2.8	3.3	3.5	3.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	10.7	13.4	15.4	16.8	17.7	18.3	18.5	18.3	18.8	19.4	19.4	19.7	19.4	19.9	19.7	19.9
WK. 2	10.9	13.2	15.4	16.2	16.9	18.1	18.4	18.2	18.5	19.0	18.9	19.1	19.3	19.7	19.7	19.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.–FRI. OCT.3–7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.26-30, 1983

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,020 3.6		3,180 3.8		3,690 4.4		4,190 5.0		8,460 10.1				8,210 9.8			
Program	BENSON DAYTIME >(SUS-OP)		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (SD) →				← ONE LIFE TO LIVE →			
AVERAGE AUDIENCE (Households (000) & %)	2,510 3.0		2,770 3.3		3,020 3.6		3,520 4.2		6,450 7.7	7.2*		8.1*	6,290 7.5	7.3*		7.7*
SHARE OF AUDIENCE %	15		15		15		17		28	26 *		29 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %	3.0	3.1	3.2	3.4	3.3	3.8	4.0	4.4	6.8	7.6	8.1	8.1	7.3	7.3	7.6	7.9

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	6,030 7.2		7,710 9.2				8,630 10.3				7,540 9.0				5,200 6.2	
Program	PRICE IS RIGHT 1 >(SUS-OP)		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000) & %)	5,110 6.1		6,620 7.9				6,450 7.7	7.7*		7.6*	5,950 7.1	7.0*		7.2*	4,530 5.4	
SHARE OF AUDIENCE %	30		37				32	33 *		30 *	26	25 *		26 *	20	
AVG. AUD. BY ¼ HR. %	5.8	6.4	7.6	8.2			7.7	7.8	7.7	7.6	6.9	7.1	7.2	7.1	5.4	5.5

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,610 6.7		4,270 5.1		2,930 3.5		3,440 4.1		6,870 8.2				5,780 6.9			
Program	WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000) & %)	4,780 5.7		3,770 4.5		2,430 2.9		2,770 3.3		5,360 6.4	6.2*		6.6*	4,360 5.2	5.3*		5.2*
SHARE OF AUDIENCE %	28		21		12		14		23	22 *		23 *	19	19 *		19 *
AVG. AUD. BY ¼ HR. %	5.6	5.8	4.5	4.5	2.8	3.0	3.2	3.5	6.0	6.5	6.7	6.6	5.3	5.2	5.4	5.2

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,100 3.7		3,180 3.8		3,940 4.7		4,530 5.4		8,800 10.5				8,380 10.0			
Program	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (SD) →				← ONE LIFE TO LIVE →			
AVERAGE AUDIENCE (Households (000) & %)	2,600 3.1		2,770 3.3		3,100 3.7		3,690 4.4		6,700 8.0	7.5*		8.6*	6,290 7.5	7.4*		7.7*
SHARE OF AUDIENCE %	16		16		16		18		29	28 *		30 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %	3.1	3.2	3.2	3.3	3.5	4.0	4.1	4.7	7.1	7.8	8.6	8.6	7.5	7.3	7.4	8.0

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,450 6.5		7,370 8.8				8,210 9.8				7,290 8.7				4,860 5.8	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000) & %)	4,530 5.4		6,290 7.5				6,200 7.4	7.3*		7.6*	5,780 6.9	6.7*		7.0*	4,360 5.2	
SHARE OF AUDIENCE %	27		36				31	32 *		31 *	25	24 *		26 *	20	
AVG. AUD. BY ¼ HR. %	5.1	5.8	7.1	8.0			7.3	7.4	7.5	7.7	6.6	6.7	7.1	6.9	5.2	5.3

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,530 6.6		4,110 4.9		2,100 2.5		2,930 3.5		6,700 8.0				5,530 6.6			
Program	WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES (MTUTH) →				← ANOTHER WORLD (MTUTH) →			
AVERAGE AUDIENCE (Households (000) & %)	4,860 5.8		3,690 4.4		1,840 2.2		2,350 2.8		5,110 6.1	5.8*		6.3*	4,110 4.9	5.1*		4.7*
SHARE OF AUDIENCE %	29		21		10		12		22	21 *		22 *	18	19 *		18 *
AVG. AUD. BY ¼ HR. %	5.8	5.8	4.3	4.4	2.2	2.1	2.6	2.9	5.5	6.0	6.4	6.3	5.1	5.0	4.7	4.7

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	20.1	20.9	21.2	22.1	23.3	24.3	24.4	25.5	27.0	27.9	27.9	28.1	27.5	27.7	26.7	27.5
WK. 2	19.8	20.3	20.6	21.9	23.2	24.0	24.1	25.3	26.4	27.6	27.8	28.1	27.4	27.3	26.1	27.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.3-7, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.26-30, 1983

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		10,390 12.4				2,850 3.4										9,550 11.4	
Program		← GENERAL HOSPITAL →				EDGE OF NIGHT				(SUS-OP)						ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)		8,300 9.9	9.4*		10.3*	2,600 3.1										8,130 9.7	
SHARE OF AUDIENCE	%	33	33 *		33 *	10										20	
AVG. AUD. BY ¼ HR.	%	9.2	9.7	10.3	10.3	3.1	3.0									9.6	9.9
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,370 8.8				2,770 3.3										11,650 13.9	
Program		← GUIDING LIGHT (SD) →				TATTLETALES										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)		5,870 7.0	6.8*		7.2*	2,260 2.7										10,060 12.0	
SHARE OF AUDIENCE	%	23	24 *		23 *	9										24	
AVG. AUD. BY ¼ HR.	%	6.7	6.9	7.3	7.1	2.5	2.8									12.0	12.1
NBC TV TOTAL AUDIENCE (Households (000) & %)		3,440 4.1														9,890 11.8	
Program		← FANTASY →				(S)(OP)										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		2,350 2.8	2.7*		3.0*											8,460 10.1	
SHARE OF AUDIENCE	%	9	9 *		10 *											20	
AVG. AUD. BY ¼ HR.	%	2.6	2.8	3.0	3.0											9.8	10.4

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		10,220 12.2				2,930 3.5										9,130 10.9	
Program		← GENERAL HOSPITAL →				EDGE OF NIGHT		(S)(OP)								ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)		8,130 9.7	9.5*		10.0*	2,510 3.0										7,880 9.4	
SHARE OF AUDIENCE	%	32	33 *		32 *	10										19	
AVG. AUD. BY ¼ HR.	%	9.2	9.7	10.1	9.9	3.1	2.9									9.2	9.5
CBS TV TOTAL AUDIENCE (Households (000) & %)		6,960 8.3				2,770 3.3										11,820 14.1	
Program		← GUIDING LIGHT (SD) →				TATTLETALES										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)		5,530 6.6	6.5*		6.7*	2,180 2.6										10,060 12.0	
SHARE OF AUDIENCE	%	22	22 *		21 *	8										24	
AVG. AUD. BY ¼ HR.	%	6.3	6.5	6.7	6.7	2.6	2.7									11.9	12.1
NBC TV TOTAL AUDIENCE (Households (000) & %)		3,100 3.7														9,050 10.8	
Program		← FANTASY (MTUTH) (S)(OP) →				(S)(OP)										NBC NIGHTLY NEWS >(S)(OP)	
AVERAGE AUDIENCE (Households (000) & %)		1,930 2.3	2.2*		2.4*											7,710 9.2	
SHARE OF AUDIENCE	%	8	8 *		8 *											19	
AVG. AUD. BY ¼ HR.	%	2.1	2.2	2.4	2.5											8.9	9.6

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	28.4	29.7	31.1	31.7	30.6	32.0	33.0	34.8	36.3	38.4	40.4	42.5	44.7	46.8	48.5	50.1
	WK. 2	28.6	30.1	31.1	31.8	30.5	32.1	33.6	35.5	37.0	39.3	40.9	43.4	46.4	48.3	48.8	50.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.1, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					3,100 3.7		3,270 3.9		4,690 5.6		5,450 6.5		6,540 7.8		5,360 6.4	
Program					BEST OF SCOOBY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000) & %)					2,180 2.6		2,510 3.0		3,850 4.6		4,530 5.4		5,610 6.7		4,530 5.4	
SHARE OF AUDIENCE %					18		16		21		22		26		20	
AVG. AUD. BY ¼ HR. %					2.4	2.8	2.8	3.3	4.3	4.8	5.0	5.9	6.7	6.6	5.4	5.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	2,510 3.0				3,270 3.9		6,120 7.3				5,200 6.2		3,520 4.2		5,700 6.8	
Program	← CAPTAIN KANGAROO-SAT →				BISKITTS (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		DUKES (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)	
AVERAGE AUDIENCE (Households (000) & %)	1,340 1.6	1.0*		2.1*	2,510 3.0		4,270 5.1	5.3*		4.9*	4,110 4.9		3,100 3.7		4,610 5.5	
SHARE OF AUDIENCE %	21	18 *		22 *	21		25	29 *		22 *	20		14		21	
AVG. AUD. BY ¼ HR. %	.8	1.3	2.1	2.1	2.6	3.3	5.2	5.4	5.0	4.7	4.8	5.0	3.5	3.8	5.4	5.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					3,350 4.0		4,110 4.9		5,700 6.8		6,790 8.1		7,880 9.4		7,210 8.6	
Program					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)					2,600 3.1		3,100 3.7		4,610 5.5		5,610 6.7		6,700 8.0		6,120 7.3	
SHARE OF AUDIENCE %					22		20		25		28		31		28	
AVG. AUD. BY ¼ HR. %					2.7	3.6	3.4	4.0	5.2	5.9	6.6	6.7	7.7	8.3	7.3	7.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,510 3.0		3,440 4.1		4,360 5.2		5,360 6.4		6,370 7.6		4,940 5.9	
Program					BEST OF SCOOBY DOO (SD)		RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000) & %)					1,930 2.3		2,680 3.2		3,520 4.2		4,190 5.0		5,200 6.2		4,270 5.1	
SHARE OF AUDIENCE %					18		18		19		21		24		19	
AVG. AUD. BY ¼ HR. %					2.2	2.4	2.7	3.7	4.2	4.3	5.1	5.0	6.2	6.3	4.9	5.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	1,760 2.1				3,350 4.0		7,540 9.0				5,530 6.6		3,690 4.4		5,450 6.5	
Program	← CAPTAIN KANGAROO-SAT →				BISKITTS (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		DUKES (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)	
AVERAGE AUDIENCE (Households (000) & %)	920 1.1	.8*		1.4*	2,510 3.0		4,860 5.8	5.1*		6.4*	4,440 5.3		3,020 3.6		4,110 4.9	
SHARE OF AUDIENCE %	17	16 *		18 *	23		29	29 *		29 *	22		14		18	
AVG. AUD. BY ¼ HR. %	.7	.9	1.2	1.5	2.5	3.4	4.8	5.5	6.9	6.0	5.1	5.5	3.5	3.6	4.9	4.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					2,430 2.9		4,270 5.1		6,200 7.4		7,880 9.4		7,960 9.5		7,370 8.8	
Program					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)					1,930 2.3		3,180 3.8		4,860 5.8		6,540 7.8		6,870 8.2		6,450 7.7	
SHARE OF AUDIENCE %					18		21		26		32		32		29	
AVG. AUD. BY ¼ HR. %					1.9	2.6	3.5	4.1	5.2	6.3	7.5	8.0	8.2	8.2	7.7	7.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	6.2	8.0	10.2	12.6	14.6	17.0	19.0	20.4	22.7	23.6	24.7	25.6	25.9	26.2	25.9	26.0
WK. 2	5.1	6.4	8.1	10.2	13.2	15.4	17.6	19.5	22.0	23.2	24.2	25.1	25.6	26.1	26.8	27.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. OCT.8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.1, 1983

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,360 6.4		6,870 8.2		4,860 5.8		7,290 8.7									
Program	PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS THE RED ROSE RIDDLE		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,610 5.5		5,530 6.6		4,110 4.9		4,190 5.0	4.5*		5.5*						
SHARE OF AUDIENCE %	20		25		18		17	15 *		18 *						
AVG. AUD. BY ¼ HR. %	5.5	5.5	6.8	6.4	4.9	5.0	4.5	4.5	5.7	5.3						
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,270 3.9		4,190 5.0		5,780 6.9		17,510 20.9									
Program	BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		NCAA TODAY-CBS		← NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
AVERAGE AUDIENCE (Households (000) & %)	2,770 3.3		3,100 3.7		4,440 5.3		7,540 9.0	6.3*		8.0*		9.5*		9.2*		9.5*
SHARE OF AUDIENCE %	12		14		18		28	20 *		26 *		31 *		29 *		29 *
AVG. AUD. BY ¼ HR. %	3.5	3.1	3.3	4.2	5.1	5.4	6.0	6.5	7.7	8.3	9.3	9.7	9.2	9.1	9.3	9.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	8,210 9.8		5,610 6.7		6,370 7.6		5,280 6.3									
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR									
AVERAGE AUDIENCE (Households (000) & %)	6,960 8.3		4,780 5.7		5,360 6.4		4,190 5.0									
SHARE OF AUDIENCE %	31		21		23		17									
AVG. AUD. BY ¼ HR. %	8.3	8.3	5.6	5.7	6.5	6.3	4.9	5.2								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,280 6.3		5,700 6.8		4,360 5.2		5,780 6.9									
Program	PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS THE JOKES ON MR. LITTLE(R)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,440 5.3		4,780 5.7		3,440 4.1		3,270 3.9	3.7*		4.1*						
SHARE OF AUDIENCE %	19		21		14		13	13 *		14 *						
AVG. AUD. BY ¼ HR. %	5.1	5.5	5.9	5.6	4.1	4.1	3.8	3.6	4.3	3.9						
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,690 4.4		4,190 5.0		4,860 5.8		4,860 5.8		4,190 5.0		2,770 3.3					
Program	BENJI,ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. CHIMPMATES:ZOO TIME ALICE GOES POP					
AVERAGE AUDIENCE (Households (000) & %)	2,770 3.3		3,100 3.7		4,110 4.9		4,270 5.1		3,520 4.2		2,100 2.5					
SHARE OF AUDIENCE %	12		14		17		18		14		8					
AVG. AUD. BY ¼ HR. %	3.2	3.4	3.5	4.0	4.5	5.2	5.1	5.1	4.3	4.0	2.7	2.4				
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,710 9.2		4,690 5.6		5,030 6.0		4,190 5.0		26,060 31.1							
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		← AMER. LEAGUE CHAMP GM 4 BALTIMORE VS CHICAGO WHITE SOX (1:00-4:56PM)							
AVERAGE AUDIENCE (Households (000) & %)	6,120 7.3		4,190 5.0		4,270 5.1		3,100 3.7		11,310 13.5	7.9*		10.8*		12.2*		13.5*
SHARE OF AUDIENCE %	27		18		18		13		39	27 *		35 *		38 *		40 *
AVG. AUD. BY ¼ HR. %	7.2	7.4	5.0	5.1	5.4	4.9	3.7	3.7	7.0	8.8	10.7	10.9	12.1	12.4	13.2	13.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	26.1	27.0	26.8	26.7	28.0	28.5	29.3	30.3	30.0	31.2	31.1	31.0	31.1	31.6	32.1	32.1
WK. 2	27.4	29.0	28.0	28.1	28.8	29.5	28.6	28.7	29.8	31.2	32.3	32.4	32.3	33.0	33.3	34.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. OCT.8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.1, 1983

WEEK 1

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)	2,680 3.2		19,360 23.1													
Program	SPORTSBEAT		(3) (→OP)	← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES~ (3:44-7:16PM)(OP) →												
AVERAGE AUDIENCE (Households (000) & %)	1,840 2.2		6,870 8.2	4.7*		7.5*		8.7*		8.7*		9.0*		8.6*		8.1*
SHARE OF AUDIENCE %	6		22	15 *		23 *		26 *		24 *		23 *		21 *		19 *
AVG. AUD. BY ¼ HR. %	2.1	2.2	3.6	4.8	6.6	8.4	8.5	8.9	8.7	8.7	9.0	9.0	8.8	8.4	8.1	8.1

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)				6,790 8.1	7,040 8.4										8,880 10.6	
Program	NCAA FOOTBALL-CBS VARIOUS TEAMS & TIMES~ MULTI-SEGMENT TELECAST (→OP)				(1) (OP)(→OP)	← CBS SPORTS SPECIAL (4:12-6:00PM) (OP) →									CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		10.2*		5,700 6.8	2,430 2.9	3.2*		2.6*		2.6*		3.4*			7,290 8.7	
SHARE OF AUDIENCE %		29 *		21	8	10 *		8 *		7 *		9 *			19	
AVG. AUD. BY ¼ HR. %	10.1	10.2		7.8	3.9	3.1	2.7	2.4	2.5	2.7	2.9	3.8			8.3	9.0

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					3,180 3.8	12,820 15.3										
Program					(2) (→OP)	← NBC MAJOR LEAGUE BASEBALL SAN FRANCISCO VS LOS ANGELES PITTSBURGH VS PHILADELPHIA MULTI-SEGMENT TELECAST →										
AVERAGE AUDIENCE (Households (000) & %)					2,770 3.3	4,360 5.2		4.3*		4.8*		5.6*		5.9*		5.9*
SHARE OF AUDIENCE %					10	14		13 *		13 *		14 *		14 *		14 *
AVG. AUD. BY ¼ HR. %					3.3	3.7	4.2	4.4	4.7	4.9	5.5	5.8	6.0	5.7	6.2	5.7

WEEK 2

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							2,260 2.7		11,650 13.9							
Program							SPORTSBEAT		← ABC WIDE WORLD-SPORTS SAT →							
AVERAGE AUDIENCE (Households (000) & %)							1,680 2.0		5,280 6.3	5.7*		6.8*		6.5*		
SHARE OF AUDIENCE %							5		15	15 *		17 *		15 *		
AVG. AUD. BY ¼ HR. %							2.2	1.9	5.3	6.1	6.7	6.9	7.0	6.1		

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)			20,870 24.9													
Program			NCAA TODAY-CBS MULTI-SEGMENT TELECAST (→OP)	← NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP) →												
AVERAGE AUDIENCE (Households (000) & %)			7,120 8.5	3.9*		5.0*		6.3*		9.5*		9.1*		10.1*		11.3*
SHARE OF AUDIENCE %			21	10 *		13 *		16 *		25 *		23 *		24 *		26 *
AVG. AUD. BY ¼ HR. %			3.4	4.0	4.8	5.2	5.7	6.9	9.7	9.3	8.8	9.5	10.2	10.1	10.8	11.8

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)								11,150 13.3							8,880 10.6	
Program	← AMER. LEAGUE CHAMP GM 4 BALTIMORE VS CHICAGO WHITE SOX (1:00-4:56PM) (→OP) →								← SPORTSWORLD-SAT. (4:56-6:00PM) (OP) →						NBC NIGHTLY NEWS-SAT	
AVERAGE AUDIENCE (Households (000) & %)		15.1*		16.3*		16.4*		5,280 6.3		7.0*		5.0*			6,790 8.1	
SHARE OF AUDIENCE %		44 *		45 *		42 *		16		18 *		13 *			19	
AVG. AUD. BY ¼ HR. %	14.6	15.7	16.0	16.6	16.5	16.3	16.5	10.0	7.5	6.5	5.0	5.0			7.9	8.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	32.5	33.2	33.5	33.2	32.2	32.7	32.9	33.6	35.7	38.3	39.4	40.8	42.8	44.0	45.4	45.8
WK. 2	34.1	35.3	35.9	36.6	37.8	38.7	39.3	39.3	36.4	40.2	40.5	41.8	44.0	44.3	45.3	47.1

U.S. TV Households: 83,800,000

(1)NCAA TODAY POST-CBS,VARIOUS TEAMS & TIMES,CBS, MULTI-SEGMENT TELECAST
(2)NBC SPORTS-30 ROCK,NBC,(4:00-4:18PM) (3)NCAA FOOTBALL-PRE,ABC,(3:30-3:44PM)

For explanation of symbols, See page A.

DAY SAT. OCT.8, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.2, 1983

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									5,700 6.8							
Program	MEATBALL & SPAGHETTI (SUS)(SUS-OP)		GILLIGAN'S PLANET (SUS)(SUS-OP)		← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →							
AVERAGE AUDIENCE (Households (000) & %)									3,100 3.7	3.2*		4.1*		3.7*		
SHARE OF AUDIENCE %									17	17 *		18 *		15 *		
AVG. AUD. BY ¼ HR. %									3.0	3.4	4.1	4.0	3.8	3.7		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									6,620 7.9						3,020 3.6	
Program	MEATBALL & SPAGHETTI (SUS)(SUS-OP)		GILLIGAN'S PLANET (SUS)(SUS-OP)		← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,690 4.4	3.9*		4.7*		4.6*	2,260 2.7	
SHARE OF AUDIENCE %									20	21 *		21 *		20 *	10	
AVG. AUD. BY ¼ HR. %									3.5	4.2	4.5	4.8	4.7	4.6	2.8	2.6
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	4.7	5.4	6.9	8.9	10.6	12.4	14.9	16.8	18.9	21.4	22.9	24.1	25.0	25.8	26.4	27.7
WK. 2	4.1	5.0	6.6	7.9	9.8	11.7	14.1	16.6	19.0	20.8	22.1	23.5	23.1	24.2	24.1	25.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. OCT.9, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.2, 1983

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))			4,360													
TOTAL AUDIENCE (%)			5.2													
Program			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)									
AVERAGE AUDIENCE (Households (000))			2,350													
AVERAGE AUDIENCE (%)			2.8	2.5*		3.0*										
SHARE OF AUDIENCE %			10	9 *		10 *										
AVG. AUD. BY ¼ HR. %			2.5	2.6	2.9	3.2										
CBS TV TOTAL AUDIENCE (Households (000))			2,600				8,630		28,740							
TOTAL AUDIENCE (%)			3.1				10.3		34.3							
Program	FOR OUR TIMES (SUS)		FACE THE NATION				CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))			2,180				6,790		13,740							
AVERAGE AUDIENCE (%)			2.6				8.1		16.4	12.3*		16.2*		17.4*		16.3*
SHARE OF AUDIENCE %			9				27		41	34 *		42 *		45 *		42 *
AVG. AUD. BY ¼ HR. %			2.6	2.5			7.4	8.8	11.3	13.3	15.5	16.8	17.8	16.9	16.4	16.2
NBC TV TOTAL AUDIENCE (Households (000))					1,840		6,290		19,360							
TOTAL AUDIENCE (%)					2.2		7.5		23.1							
Program					MEET THE PRESS		NFL '83-NBC		← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))					1,340		4,020		8,880							
AVERAGE AUDIENCE (%)					1.6		4.8		10.6	7.6*		9.6*		10.4*		10.5*
SHARE OF AUDIENCE %					6		16		27	22 *		25 *		27 *		27 *
AVG. AUD. BY ¼ HR. %					1.6	1.7	4.3	5.2	6.8	8.3	9.3	9.8	10.4	10.4	10.5	10.7

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))			4,110													
TOTAL AUDIENCE (%)			4.9													
Program			← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)									
AVERAGE AUDIENCE (Households (000))			2,680													
AVERAGE AUDIENCE (%)			3.2	3.4*		3.1*										
SHARE OF AUDIENCE %			11	12 *		10 *										
AVG. AUD. BY ¼ HR. %			3.3	3.4	3.3	3.0										
CBS TV TOTAL AUDIENCE (Households (000))							8,380	27,490								
TOTAL AUDIENCE (%)							10.0	32.8								
Program	FOR OUR TIMES (SUS)						CBS NFL TODAY (12:30-12:59PM) (-OP)		← CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)							
AVERAGE AUDIENCE (Households (000))							6,370	14,410								
AVERAGE AUDIENCE (%)							7.6	17.2		13.8*		16.4*		17.6*		17.4*
SHARE OF AUDIENCE %							25	44		41 *		44 *		45 *		44 *
AVG. AUD. BY ¼ HR. %							6.8	10.5	13.0	14.8	16.0	16.8	17.8	17.5	17.1	17.8
NBC TV TOTAL AUDIENCE (Households (000))					1,840		4,780		21,030							
TOTAL AUDIENCE (%)					2.2		5.7		25.1							
Program					MEET THE PRESS		NFL '83-NBC		← NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))					1,260		3,520		10,220							
AVERAGE AUDIENCE (%)					1.5		4.2		12.2	9.0*		11.5*		12.0*		12.9*
SHARE OF AUDIENCE %					5		14		31	27 *		31 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					1.5	1.5	3.5	4.8	7.7	10.4	11.5	11.5	11.8	12.2	12.9	12.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	27.8	27.7	27.6	28.0	28.3	29.1	30.9	33.0	35.7	37.3	38.3	38.8	38.8	38.5	38.9	39.3
WK. 2	26.7	27.6	27.8	28.3	29.2	30.7	31.8	32.7	35.0	36.6	37.9	38.5	39.1	40.1	40.6	41.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. OCT.9, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.2, 1983 — WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															6,030 7.2	
ABC TV program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															5,200 6.2	
SHARE OF AUDIENCE %															13	
AVG. AUD. BY ¼ HR. %															6.0	6.3
CBS TV TOTAL AUDIENCE (Households (000) & %)							10,980 13.1						5,950 7.1			
CBS TV program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)						CBS NFL POST MULTI-SEGMENT TELECAST (OP)						CBS EVENING NEWS-DEAN			
AVERAGE AUDIENCE (Households (000) & %)		17.1*		18.1*			9,970 11.9						5,030 6.0			
SHARE OF AUDIENCE %		42 *		43 *			28						12			
AVG. AUD. BY ¼ HR. %	16.4	17.7	17.7	18.4			11.9	10.3					5.5	6.4		
NBC TV TOTAL AUDIENCE (Households (000) & %)					22,460 26.8											
NBC TV program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST				NFL FOOTBALL GAME 2-NBC MIAMI VS NEW ORLEANS SAN DIEGO VS NEW YORK GIANTS MULTI-SEGMENT TELECAST											
AVERAGE AUDIENCE (Households (000) & %)					11,060 13.2	4.7*		12.6*		13.0*		13.3*		14.2*		14.7*
SHARE OF AUDIENCE %					30	11 *		30 *		31 *		31 *		31 *		31 *
AVG. AUD. BY ¼ HR. %					3.3	5.1	12.5	13.1	13.1	12.8	13.2	13.4	14.3	14.1	14.7	15.4

DAY SUN. OCT.9, 1983 — WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															7,040 8.4	
ABC TV program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															5,780 6.9	
SHARE OF AUDIENCE %															13	
AVG. AUD. BY ¼ HR. %															6.8	6.9
CBS TV TOTAL AUDIENCE (Households (000) & %)				30,590 36.5												
CBS TV program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)					CBS NFL FOOTBALL GAME 2 VARIOUS TEAM AND TIMES~ MULTI-SEGMENT TELECAST (OP)										
AVERAGE AUDIENCE (Households (000) & %)		18.1*		15,920 19.0		10.8*		10.6*		12.8*		12.4*		14.0*		16.1*
SHARE OF AUDIENCE %		44 *		40		25 *		25 *		29 *		28 *		28 *		30 *
AVG. AUD. BY ¼ HR. %	17.9	18.1	18.0	6.1	10.4	10.8	10.5	10.7	12.8	12.8	12.1	12.8	13.8	14.3	15.5	16.7
NBC TV TOTAL AUDIENCE (Households (000) & %)				6,290 7.5											5,780 6.9	
NBC TV program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS & TIMES (-OP)			NFL FOOTBALL POST-NBC MULTI-SEG TELECAST (OP)											NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		13.9*		5,870 7.0											4,940 5.9	
SHARE OF AUDIENCE %		34 *		17											11	
AVG. AUD. BY ¼ HR. %	13.7	14.0	13.9	7.2	6.5										5.8	6.0

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	40.0	40.8	41.7	42.5	42.7	43.1	42.0	41.5	41.6	41.4	42.2	44.3	47.4	48.8	49.3	50.1
WK. 2	41.8	43.0	43.2	43.4	44.0	44.1	44.0	44.4	44.8	45.2	45.0	46.0	49.9	51.7	54.5	56.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.00MD	→GRID	28,580	34.1	14,500	17.3	29									
	2	9.00-12.29AM	→GRID								30,000	35.8	13,070	15.6	28		
			11.00						17.2							16.1	
			11.15				16.0*	30*	14.8					15.5*	29*	15.0	
			11.30						13.4							14.7	
			11.45				12.2*	29*	11.0					14.1*	33*	13.4	
			12.00													11.3	
			12.15											9.8*	28*	8.2	
EVENING TUESDAY																	
NBC NAT'L LEAGUE CHAMP PRE 1(S)	2	8.00- 8.18PM	→GRID								12,070	14.4	11,310	13.5	24		
			8.15													13.6	
EVENING WEDNESDAY																	
NBC NAT'L LEAGUE CHAMP GM 2(S)	2	8.15-11.18PM	→GRID								25,980	31.0	14,670	17.5	29		
			11.00													17.8	
			11.15											16.8*	31*	11.6	
EVENING THURSDAY																	
NBC AMER. LEAGUE CHAMP PRE 2(S)	2	8.00- 8.19PM	→GRID								10,730	12.8	9,890	11.8	22		
			8.15													12.2	
NBC AMER. LEAGUE CHAMP GM 2(S)	2	8.19-11.38PM	→GRID								28,320	33.8	13,910	16.6	28		
			11.00													16.7	
			11.15											16.3*	31*	15.9	
			11.30											13.5*	32*	13.5	
EVENING FRIDAY																	
NBC AMER. LEAGUE CHAMP PRE 3(S)	2	8.00- 8.18PM	→GRID								9,640	11.5	8,720	10.4	20		
			8.15													10.6	
NBC AMER. LEAGUE CHAMP GM 3(S)	2	8.18-11.34PM	→GRID								25,220	30.1	11,820	14.1	24		
			11.00													14.4	
			11.15											13.8*	25*	13.2	
			11.30													13.1	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	14,580	17.4	14,580	17.4	30	17.4		13,830	16.5	13,830	16.5	29	16.5	
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								14,250	17.0	14,250	17.0	28	17.0	
	1	10.05-10.07PM	10.00	20,360	24.3	20,110	24.0	40	24.0								
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,220	11.0	9,220	11.0	19	11.0		8,210	9.8	8,210	9.8	17	9.8	
NBC NBC NEWS DIGEST-SAT	2	8.15- 8.16PM	8.15								9,130	10.9	9,130	10.9	21	10.9	
	1	9.06- 9.07PM	9.00	6,540	7.8	6,540	7.8	13	7.8								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.30- 8.31PM	8.30								15,590	18.6	15,590	18.6	28	18.6	
	1	8.58- 8.59PM	8.45	12,320	14.7	12,320	14.7	22	14.7								
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.09PM	→GRID	21,370	25.5	12,490	14.9	24									
			11.00				14.9*	30*	14.9								
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	12,490	14.9	12,490	14.9	22	14.9								
	2	9.49- 9.51PM	9.45								19,610	23.4	19,440	23.2	35	23.2	

 U.S. TV HOUSEHOLDS: 83,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 2	2	3.59- 7.18PM	→GRID								30,590	36.5	15,920	19.0	40		
			8.00											23.7*	39*	23.7	
CBS 60 MINUTES	2	8.08- 9.08PM	→GRID								27,070	32.3	18,520	22.1	33		
			9.00											23.3*	34*	23.3	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	14,500	17.3	14,500	17.3	26	17.3								
CBS ALICE	2	9.08- 9.38PM	→GRID								17,510	20.9	15,750	18.8	28		
			9.30													19.2	
CBS NEWSBREAK-SUN.	2	9.06- 9.07PM	9.00								16,090	19.2	16,090	19.2	28	19.2	
CBS JEFFERSONS	2	9.38-10.08PM	→GRID								16,510	19.7	14,670	17.5	26		
			10.00													17.8	
CBS GOODNIGHT, BEANTOWN	2	10.08-10.38PM	→GRID								14,410	17.2	12,910	15.4	24		
			10.30													15.1	
CBS TRAPPER JOHN, M.D.	2	10.38-11.38PM	→GRID								17,010	20.3	12,150	14.5	27		
			11.30											14.0*	34*	14.0	
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 6.53PM	→GRID	22,460	26.8	11,060	13.2	30									
			7.15				10.1*	20*	8.5								
NBC NFL FOOTBALL POST 2 NBC	1	7.19- 7.27PM	7.15	9,050	10.8	7,210	8.6	17	8.6								
NBC NBC NEWS DIGEST-SUN	1	8.59- 9.00PM	8.45	14,920	17.8	14,920	17.8	26	17.8								
	2	8.58- 8.59PM	8.45								11,980	14.3	11,980	14.3	21	14.3	
NBC NBC NEWS DIGEST-2-SUN.	1	9.58- 9.59PM	9.45	13,070	15.6	13,070	15.6	23	15.6								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	13,490	16.1	13,490	16.1	25	13.5	M-F	13,320	15.9	13,320	15.9	25	15.1	M-F
			9.45						16.8	TU-F						16.2	TU-F
ABC ABC NEWS:NIGHTLINE-T-F	1	11.30-12.31AM	11.30	6,120	7.3	3,770	4.5	16	6.1	TU-TH							
	2	11.30-12.30AM	11.30								5,700	6.8	3,350	4.0	13	5.4	TU-F
			11.45				5.6*	17*	5.1	TU-TH				4.8*	14*	4.1	TU-F
			12.00						4.0	TU-TH						3.4	TU-F
			12.15				3.6*	14*	3.2	TU-TH				3.1*	11*	2.9	TU-F
			12.30						2.8	TU-TH							
ABC LBJ GOES TO WAR(S)	1	11.30-12.42AM	11.30	6,700	8.0	3,520	4.2	13	5.3	FRI.							
			11.45				4.8*	13*	4.4	FRI.							
			12.00						4.0	FRI.							
			12.15				3.8*	12*	3.6	FRI.							
			12.30				3.8*	14*	3.8	FRI.							
ABC ABC NEWS:NIGHTLINE-MON	1	12.30- 1.01AM	12.30	3,100	3.7	2,510	3.0	14	3.2	MON.							
	2	12.58- 1.29AM	12.45						2.8	MON.	2,850	3.4	2,350	2.8	18	3.5	MON.
			1.00						2.7	MON.						3.0	MON.
			1.15													2.4	MON.
CBS NEWSBREAK-M-F	1	>	8.45	14,080	16.8	14,330	17.1	26	18.3	M-F							
	2	8.58- 8.59PM	8.45								12,990	15.5	12,990	15.5	24	15.5	M-F
			9.00						10.1	WED.							
CBS LATE MOVIE I		>	11.30	7,630	9.1	5,280	6.3	22	6.7	M-F	8,040	9.6	5,280	6.3	21	6.8	M-F
			11.45				6.5*	19*	6.3	M-F				6.6*	19*	6.5	M-F
			12.00						6.3	M-F						6.2	M-F

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE I-CONT'D			12.15				6.2*	23*	6.2	M-F				6.2*	23*	6.2	M-F
			12.30				5.9*	27*	5.9	M-F				5.8*	26*	5.9	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,860	5.8	3,690	4.4	26	5.3	M-F	4,690	5.6	3,690	4.4	26	4.9	M-F
			12.45				5.0*	25*	4.9	M-F				4.8*	25*	4.7	M-F
			1.00						4.4	M-F						4.4	M-F
			1.15				4.3*	27*	4.2	M-F				4.2*	27*	4.1	M-F
			1.30						2.7	WED.						3.8	MTUF
			1.45				2.7*	21*	2.8	WED.							
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,340	1.6	1,170	1.4	16	1.6	M-THSU	1,260	1.5	1,090	1.3	15	1.4	M-THSU
			2.15						1.3	M-THSU						1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,350	2.8	920	1.1	24		M-THSU	2,350	2.8	840	1.0	22		M-THSU
			2.30						1.4	M-THSU						1.4	M-THSU
			2.45				1.4*	21*	1.4	M-THSU				1.4*	20*	1.2	M-THSU
			3.00						1.4	M-THSU						1.2	M-THSU
			3.15				1.4*	25*	1.3	M-THSU				1.3*	24*	1.3	M-THSU
			3.30						1.2	M-THSU						1.1	M-THSU
			3.45				1.1*	23*	1.1	M-THSU				1.1*	24*	1.0	M-THSU
			4.00						1.1	M-THSU						1.0	M-THSU
			4.15				1.1*	28*	1.0	M-THSU				1.0*	26*	1.0	M-THSU
			4.30						.9	M-THSU						1.0	M-THSU
			4.45				.9*	25*	.8	M-THSU				1.0*	26*	1.0	M-THSU
			5.30						.9	M-THSU						.8	M-THSU
			5.45				.8*	22*	.9	M-THSU				.8*	21*	.8	M-THSU
NBC NBC NEWS DIGEST-M-F	2	>	8.15								9,220	11.0	9,220	11.0	19	10.9	M-F
	1	>	8.45	10,560	12.6	10,560	12.6	19	13.7	M-F						11.2	MON.
			9.00						8.4	FRI.							
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	10,560	12.6	10,560	12.6	19	12.6	MWF							
NBC LETTERMAN EARLY EDITION(S)	2	11.30-12.30AM	11.30								6,960	8.3	4,270	5.1	17	6.8	MON.
			11.45											6.0*	17*	5.3	MON.
			12.00													4.6	MON.
			12.15											4.1*	16*	3.6	MON.
NBC TONIGHT SHOW		11.30-12.30AM	11.30	6,380	10.0	5,280	6.3	21	7.5	M-F	7,630	9.1	4,860	5.8	21	7.2	TUWF
			11.45				7.1*	21*	6.7	M-F				6.8*	21*	6.6	TU & W
			12.00						6.0	M-F						6.2	TUWF
			12.15				5.6*	21*	5.1	M-F				5.6*	20*	5.2	TUWF
			12.30													5.5	W & F
			12.45											5.4*	23*	4.9	W & F
			1.00											5.6*	25*	5.6	FRI.
NBC DAVID LETTERMAN I	2	>	12.00								3,020	3.6	2,430	2.9	15	4.1	M-TH
			12.15													3.3	THU.
	1	12.30- 1.00AM	12.30	3,020	3.6	2,430	2.9	15	2.9	M-TH						2.7	M-TH
			12.45						2.8	M-TH						2.7	M-TH
			1.00													2.9	WED.
			1.15													2.7	WED.
NBC DAVID LETTERMAN II	2	>	12.30								2,350	2.8	1,840	2.2	15	2.4	M-TH
			12.45													2.2	THU.

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC DAVID LETTERMAN II-CONT'D			1.00													2.1	M-TH
			1.15													2.1	M-TH
			1.30													2.5	WED.
			1.45													2.2	WED.
NBC FRIDAY NIGHT VIDEOS	1	12.30- 2.00AM	12.30	5,610	6.7	2,850	3.4	17	4.8	FRI.							
			12.45				4.5*	18*	4.2	FRI.							
			1.00						3.6	FRI.							
			1.15				3.3*	17*	3.0	FRI.							
			1.30						2.5	FRI.							
			1.45				2.5*	16*	2.4	FRI.							
NBC DAVID LETTERMAN II	1	1.00- 1.30AM	1.00	2,430	2.9	1,840	2.2	15	2.4	M-TH							
			1.15						2.0	M-TH							
NBC FRIDAY NIGHT VIDEOS	2	1.06- 2.36AM	1.00								5,610	6.7	2,770	3.3	21	4.6	FRI.
			1.15											4.3*	21*	4.0	FRI.
			1.30													3.6	FRI.
			1.45											3.4*	22*	3.3	FRI.
			2.00													2.8	FRI.
			2.15											2.7*	22*	2.6	FRI.
			2.30											2.4*	24*	2.4	FRI.
NBC NBC NEWS OVERNIGHT-M-F	2	>	1.00								1,510	1.8	1,260	1.5	14	1.4	M-F
			1.15											1.3*	9*	1.3	THU.
	1	>	1.30	1,510	1.8	1,170	1.4	13	1.6	M-F						1.5	M-TH
			1.45				1.5*	14*	1.4	M-TH				1.5*	13*	1.5	M-TH
			2.00						1.3	M-F						1.6	M & W
			2.15				1.3*	13*	1.0	M-F				1.5*	16*	1.3	M & W
			2.30				1.0*	10*	1.0	FRI.						1.4	W & F
			2.45											1.6*	17*	1.6	W & F
			3.00													1.6	FRI.
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-0600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC WORLD NEWS-MORN-0615A(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,680	2.0	1,510	1.8	17	1.8	M-F	1,340	1.6	1,260	1.5	14	1.5	M-F
ABC REAGAN ADDRESS-U.N.-ABC(SUS)	1	10.30-11.07AM	10.30							MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,200	7.4	6,030	7.2	25	7.2	M-F	6,620	7.9	6,370	7.6	27	7.6	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								8,800	10.5	5,950	7.1	19	6.4	WED.
			4.45											6.5*	18*	6.6	WED.
			5.00													7.4	WED.
			5.15											7.6*	19*	7.8	WED.
ABC ABC SPECIAL REPORT-5.06(SUS)	1	5.06- 5.24PM	5.00							MON.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,260	1.5	920	1.1	15	.8	M-F	1,510	1.8	1,170	1.4	18	1.2	M-F
			6.45						1.2	M-F						1.5	M-F
CBS REAGAN ADDRESS-U.N.-CBS(SUS)	1	10.30-11.02AM	10.30							MON.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,610	6.7	5,360	6.4	29	6.4	M-F	5,530	6.6	5,280	6.3	29	6.3	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,860	5.8	4,610	5.5	18	5.5	M-F	4,530	5.4	4,270	5.1	16	5.1	M-F

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,340	1.6	1,010	1.2	13	1.0	M-F	1,680	2.0	1,260	1.5	15	1.3	M-F
			6.45						1.4	M-F						1.7	M-F
NBC REAGAN ADDRESS-U.N.-NBC(SUS)	1	10.30-11.00AM	10.30							MON.							
NBC DAYS OF OUR LIVES(B)	2	1.00- 2.00PM	1.00								5,280	6.3	4,270	5.1	18	4.8	W & F
			1.15											5.0*	18*	5.1	W & F
			1.30													5.2	W & F
			1.45											5.2*	19*	5.2	W & F
NBC ANOTHER WORLD(B)	2	2.00- 3.00PM	2.00								4,690	5.6	3,350	4.0	15	4.4	W & F
			2.15											4.3*	16*	4.2	W & F
			2.30													3.6	W & F
			2.45											3.7*	14*	3.8	W & F
NBC AMER. LEAGUE CHAMP GM 1(S)	2	3.00- 6.33PM	3.00								20,200	24.1	8,380	10.0	27	5.5	WED.
			3.15											5.8*	19*	6.1	WED.
			3.30													6.6	WED.
			3.45											6.9*	21*	7.1	WED.
			4.00													8.1	WED.
			4.15											8.3*	25*	8.5	WED.
			4.30													9.3	WED.
			4.45											9.9*	28*	10.4	WED.
			5.00													11.0	WED.
			5.15											11.4*	29*	11.8	WED.
			5.30													12.8	WED.
			5.45											13.1*	31*	13.4	WED.
			6.00													14.3	WED.
			6.15											14.6*	32*	14.9	WED.
			6.30													11.5	WED.
NBC NAT'L LEAGUE CHAMP GM 3(S)	2	3.00- 6.30PM	3.00								19,860	23.7	8,630	10.3	28	6.0	FRI.
			3.15											6.2*	21*	6.4	FRI.
			3.30													6.8	FRI.
			3.45											7.1*	22*	7.4	FRI.
			4.00													9.0	FRI.
			4.15											9.6*	30*	10.2	FRI.
			4.30													11.2	FRI.
			4.45											11.3*	31*	11.4	FRI.
			5.00													11.4	FRI.
			5.15											11.6*	30*	11.9	FRI.
			5.30													12.5	FRI.
			5.45											13.0*	32*	13.4	FRI.
			6.00													13.5	FRI.
			6.15											13.0*	29*	12.5	FRI.
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	3,520	4.2	1,840	2.2	6	2.5	TUE.							
			4.15				2.3*	7*	2.1	TUE.							
			4.30						1.9	TUE.							
			4.45				2.1*	6*	2.3	TUE.							
DAY SATURDAY																	
ABC MENUDO-8:25AM		8.25- 8.29AM	8.15	2,600	3.1	2,010	2.4	15	2.4		2,180	2.6	1,760	2.1	15	2.1	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	5,870	7.0	4,860	5.8	22	5.8		5,530	6.6	4,690	5.6	22	5.6	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	5,280	6.3	4,780	5.7	21	5.7		4,690	5.6	4,360	5.2	19	5.2	
ABC NCAA FOOTBALL PRE	1	3.30- 3.44PM	→GRID	3,020	3.6	3,100	3.7	12									
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,520	4.2	3,180	3.8	25	3.8		3,180	3.8	3,020	3.6	26	3.6	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,690	4.4	3,350	4.0	16	4.0		4,190	5.0	3,770	4.5	18	4.5	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,020	4.8	3,520	4.2	16	4.2		3,520	4.2	3,180	3.8	15	3.8	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,360	5.2	3,770	4.5	17	4.5		4,020	4.8	3,520	4.2	16	4.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	2,770	3.3	2,430	2.9	11	2.9		3,020	3.6	2,680	3.2	11	3.2	
CBS NCAA FOOTBALL-CBS	1	12.30- 3.55PM	→GRID	17,510	20.9	7,540	9.0	28									
			3.30						10.8								
			3.45				10.5*	29*	10.3								
			4.00						<<								
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								4,360	5.2	4,020	4.8	17	4.8	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								3,440	4.1	3,100	3.7	12	3.7	
CBS NCAA TODAY-CBS	2	3.30- 3.42PM	→GRID								3,020	3.6	3,100	3.7	10		
CBS NCAA TODAY POST-CBS	1	3.54- 4.12PM	→GRID	6,790	8.1	5,700	6.8	21									
			4.00						6.5								
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,100	3.7	3,020	3.6	23	3.6		2,680	3.2	2,600	3.1	22	3.1	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,770	4.5	3,600	4.3	22	4.3		3,520	4.2	3,440	4.1	22	4.1	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,210	8.6	6,960	8.3	32	8.3		7,370	8.8	7,290	8.7	34	8.7	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,790	8.1	6,450	7.7	29	7.7		6,540	7.8	6,290	7.5	28	7.5	
NBC ASK NBC NEWS-12:28PM		12.28-12.30PM	12.15	4,780	5.7	4,690	5.6	20	5.6		3,690	4.4	3,520	4.2	14	4.2	
NBC AMER. LEAGUE CHAMP GM 4(S)	2	1.00- 4.56PM	→GRID								26,060	31.1	11,310	13.5	39		
			4.45											16.2*	41*	15.8	
NBC NBC SPORTS-30 ROCK	1	4.00- 4.18PM	→GRID	3,180	3.8	2,770	3.3	10									
			4.15						3.6								
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS CBS NFL TODAY	2	12.30-12.59PM	→GRID								8,380	10.0	6,370	7.6	25		
			12.45													8.5	
CBS CBS NFL FOOTBALL GAME 1	2	12.59- 4.13PM	→GRID								27,490	32.8	14,410	17.2	44		
	1	1.00- 4.21PM	→GRID	28,740	34.3	13,740	16.4	41									
			3.45											18.2*	43*	18.9	
			4.00						18.6					12.8*	30*	12.5	
			4.15				18.3*	43*	11.5							2.8	
			4.30						7.2							<<	
			5.00											12.8*	30*	<<	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.19PM	→GRID	19,360	23.1	8,880	10.6	27									
	2	1.00- 4.16PM	→GRID								21,030	25.1	10,220	12.2	31		
	2	1.00- 4.16PM	→GRID								21,030	25.1	10,220	12.2	31		
			3.00						11.2								
			3.15				11.4*	28*	11.7								
			3.30						11.9								

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SUNDAY-CONT'D																	
NBC NFL FOOTBALL GAME 1-NBC-CONT'D																	
			3.45				12.1*	29*	10.9					13.0*	31*	11.3	
			4.00						10.2								
			4.15				10.8*	25*	9.6					6.4*	15*	4.5	
			4.30						7.2							3.9	
			4.45											3.9*	9*	3.9	
			5.00													2.9	
NBC NFL FOOTBALL POST-NBC	2	3.48- 4.02PM	→GRID								6,290	7.5	5,870	7.0	17		
			4.00													5.8	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).